

<b>Seat No.</b>	
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**B.B.A. (Part-II) (Semester-III) Examination, April - 2014**  
**COMPUTER**  
**E-Commerce (Paper-I)**  
**Sub. Code : 43941**

**Day and Date : Friday, 11-04-2014**

**Total Marks : 40**

**Time : 3.00 p.m. to 5.00 p.m.**

- Instructions :**
- 1) All questions are compulsory.**
  - 2) Figures to the right indicate full marks.**

**Q1) What is internet? Explain need of internet and services provided by it. [14]**

**OR**

**What is E-trading? Explain importance and advantages of E-trading.**

**Q2) Attempt Any Two:**

**[8 + 8 = 16]**

- a) What are the different benefits of E-Commerce?
- b) Explain the concept of EDI in detail.
- c) Write the difference between traditional marketing and e-marketing.
- d) Explain any two internet protocols in detail?

**Q3) Write short notes on (Any Two):**

**[5 + 5 = 10]**

- a) B2B.
- b) Application areas for EDI.
- c) E-banking.
- d) Marketing issues in E-marketing.