

**F – 201**

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<b>Seat No.</b>	
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**B.B.A. (Part - II) (Semester - III) Examination, Nov. - 2013**

**E-COMMERCE (Paper - I)**

**Sub. Code : 43941**

**Day and Date : Saturday, 30 - 11 - 2013**

**Total Marks : 40**

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

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

**Q1) What is e-commerce? Explain advantages and disadvantages of e-commerce. [14]**

**OR**

**What is EDI? Explain its different application areas in detail.**

**Q2) Attempt Any Two : [8+8]**

- Explain different services provided by internet.
- Discuss traditional marketing and E-marketing.
- Write the different actions taken for implementation of EDI?
- Explain different E-banking operations?

**Q3) Write short notes on (Any Two) : [5+5]**

- Business to consumer commerce.
- Factors influencing the Choice of EDI software.
- E-mail.
- Advantages of E-trading.

