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B.B.A. (Part-II) (Semester-III) Examination, 2013

COMPUTER SCIENCE

E-Commerce (Paper - I)

Sub. Code : 43941

Day and Date : Monday 06 - 05- 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 indicate full marks.

Q1) What is e-trading? Explain importance and advantages of e-trading. [14]

OR

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

Q2) Attempt any two [8+8]

- What are the disadvantages of EDI?
- Write difference between paper-based and paper-less business.
- Explain advantages of B2B model.
- Write difference between traditional marketing and e-marketing.

Q3) Write short notes on (any two) [5+5]

- e-mail
- SNMP
- One-to-one marketing
- Types of internet providers.



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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]**

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

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

- a) Business to consumer commerce.
- b) Factors influencing the Choice of EDI software.
- c) E-mail.
- d) Advantages of E-trading.



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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.**

