Seat
No.

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]**

   a)   What are the disadvantages of EDI?

   b)   Write difference between paper-based and paper-less business.

   c)   Explain advantages of B2B model.

   d)   Write difference between traditional marketing and e-marketing.

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

   a)   e-mail

   b)   SNMP

   c)   One-to-one marketing

   d)   Types of internet providers.

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