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B.B.A. Part -II (Semester-III) Examination, Nov - 2017

COMPUTER

E-Commerce (Paper-I)

Sub. Code : 43941

Day and Date : Tuesday, 07 - 11 - 2017

Total Marks : 40

Time : 12.00 noon to 2.00 p.m.

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

Q1) What is E-commerce? Explain different features and functions of e-commerce.
[14]

OR

What is internet? How to use E-mail facility on internet?

Q2) Attempt any two :

[8 + 8 =16]

- a) What is EDI? Explain different advantages of EDI.
- b) Explain any two internet protocols.
- c) What is e-trading? Explain advantages of E-trading.
- d) Discuss any two models of e-commerce.

Q3) Write short note on any two :

[5 + 5 = 10]

- a) Different application areas of EDI
- b) Internet domains
- c) Benefits of E-commerce.
- d) Direct marketing

