

SA - 518

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B.B.A. (Part - II) (Semester - III) Examination, May - 2018

E-COMMERCE (Paper - I)

Sub. Code : 43941

Day and Date : Monday, 14 - 05 - 2018

Total Marks : 40

Time : 03.00 p.m. to 05.00 p.m.

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

Q1) What is E - Banking? Explain Scope and advantages of E - Banking. [14]

OR

What is EDI? Elaborate Differences in Paper based Business & EDI based Business.

Q2) .Write short answers (any two) [16]

- a) **Elaborate Impact of E-commerce on markets with example**
- b) **Discuss - types of protocol with example.**
- c) **Outline - Features of e - Commerce in brief.**
- d) **Elaborate - Defference between Traditional Marketing V/s E-Marketing.**

Q3) Short notes (any two) [10]

- a) **Advantages of EDI**
- b) **Use of internet**
- c) **E-Trading**
- d) **Internet services**

