

Seat No.	
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B.B.A (Part - II) (Semester - III) Examination, November - 2015

COMPUTER

E-Commerce (Paper - I)

Sub. Code : 43941

Day and Date : Tuesday, 24 - 11 - 2015

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 are the different components of EDI? Explain different advantage of EDI. [14]

OR

What is internet? How to establish connectivity on the internet?

Q2) Attempt any two. [8 + 8 = 16]

- a) What is E-commerce and its different benefits?
- b) How to promote your E-business?
- c) What is e-trading? Explain advantages of E-trading.
- d) Discuss the importance of internet in E-Business.

Q3) Write short notes on (Any two): [5 + 5 = 10]

- a) Factors influencing the choice of EDI
- b) Operations in E-banking
- c) Role of E-commerce
- d) E-marketing

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