

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

E - COMMERCE (Paper - I)

Sub. Code : 43941

Day and Date : Wednesday, 29 - 04 - 2015

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)** Define E - commerce and Explain its Various functions. [14]

OR

Explain concept of EDI. Discuss how the EDI based business is more suitable than paper based business.

**Q2)** Attempt Any Two: [8 + 8 = 16]

- What are the different services provided by internet?
- Write the different advantages of E - trading.
- What is role of Email in business?
- What are the different marketing issues in E - marketing?

**Q3)** Write short notes on. (Any Two) [5 + 5 = 10]

- Business to Business (B2B) model.
- Establishing connectivity on Internet.
- Operations in E - Banking.
- Use of internet.

