

Roll No. ....

**57555**

**BBA 6th Semester (New Scheme)  
Examination – December, 2022**

**E-COMMERCE**

Paper : BBAN-605

*Time : Three Hours ]*

*[ Maximum Marks : 50*

*Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.*

*Note : Question paper divided into two Sections A & B. Section-A is compulsory compose five questions each question carry 2 marks. Section-B consist eight questions. The students shall be required to attempt four questions from Section-B selecting one question from each Unit. All questions carry 10 marks.*

57555-125(P-3)(Q-9)(22)

P. T. O.

## SECTION – A

1. Short answer type question :

- (a) B2A
- (b) IP address
- (c) Firmware
- (d) X Cart
- (e) Symmetric key encryption

## SECTION – B

### UNIT – I

2. Take an example of any *two* e-commerce companies in India providing high end e-commerce solution and describe how they established customer confidence, trust and ensure privacy and security of the e-commerce transaction ?
3. You run your small business successfully, now you want to change the mode of business offline to online. What challenges and difficulties are faced by you ?

### UNIT – II

4. Explain the potential benefit of cloud computing in the e-commerce. What is infrastructure required for it to be adopted on large scale by the users ?



5. What types of electronic payment systems are required in E-Commerce ? Explain the necessary characteristics of each type of payment system and give an example each of where it is used.

### UNIT – III

6. Why every service provider go for online ? Explain.
7. Do you think reliance geo have advantage in retail industry ? Discuss.

### UNIT – IV

8. What do you mean by virtual organization ? Explain its advantages and pitfalls.
9. What is digital signature ? Explain it with diagram and derivations.