

BBAEC-SN201

B.B.A. DEGREE EXAMINATION, JULY/AUGUST - 2023
(SECOND SEMESTER) (CBCS Pattern) (New Regulation)
E-COMMERCE

(Note : 2021-22 Admitted students have to answer the questions in English medium only)

Time : 3 Hours

Max. Marks : 75

SECTION - A [5 × 5 = 25]

Answer any five of the following

1. Online shopping
2. Goals of SCM
3. Payment security
4. CRM Architecture
5. XHTML
6. Concept of Electronic Market
7. Cryptography
8. e-CRM

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SECTION - B

[5 × 10 = 50]

Answer all the questions.

9. a) Define 'E-commerce'. What are its advantages and disadvantages?

OR

- b) What are the advantages and limitations of E-Business?

10. a) Outline the functions and strategies of supply chain management.

OR

- b) What is meant by EDI? What are its benefits and limitations?

- 11 a) Briefly write about various types of modern electronic payment systems.

OR

- b) What is e-security? Discuss its need and importance.

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12. a) What do you understand by CRM? Describe the components of CRM.

OR

- b) Examine the need and importance of Electronic CRM in the present day business environment.

13. a) What is HTML? Give a structure of HTML.

OR

- b) What process is involved in formatting text with HTML?

