

BBA 5th Semester Exam., 2019

E-COMMERCE

Time : 3 hours

Full Marks : 60

Instructions :

- (i) The marks are indicated in the right-hand margin.
- (ii) There are **SEVEN** questions in this paper.
- (iii) Attempt **FIVE** questions in all.
- (iv) Question Nos. 1 and 2 are compulsory.

1. Answer the following questions (any six) :

2×6=12

- (a) What are the various components of electronic commerce applications?
- (b) What is the importance of JIT delivery in B2B E-commerce?
- (c) What are the characteristics of internet-based EDI?
- (d) What are the classifications of E-commerce field by the nature of the transactions?

- (e) Why do the companies usually choose to implement SAP?
- (f) What is the need of collaborative computing?
- (g) What are the three different types of transitions and mobility within a wireless network?
- (h) What do you mean by Supply Chain Execution Framework?
- (i) What are the major methods used for advertisement?
- (j) What do you mean by Data Encryption Standard?

2. Answer any three of the following : 4×3=

- (a) What are the key technologies for B2B E-commerce?
- (b) Describe the functional requirements for online selling. What specialized services and servers perform these functions?
- (c) What is EDI? Discuss its layered structure.

- (d) What are the security issues of E-commerce?
- (e) What is e-payment? Why is orientation and standardization required for e-payment businesses?
3. What do you understand by Electronic Funds Transfer? What are the risks involved in Electronic Payment Systems? 12
4. What are the different layers of TCP/IP protocol stack? Discuss their function briefly. 12
5. Discuss in detail about the security issues for which electronic cash is transferred over internet with an example. 12
6. Discuss in detail about Internet Service Provider's role in EC. 12
7. How is e-mail useful for E-commerce? Is it secure to transact through e-mail? Explain. 12
