

BBA 5th Semester Exam., 2021

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. Write True or False (any six) : 2×6=12

- (a) E-commerce describes doing business electronically.
- (b) Warehousing is not a function of e-commerce.
- (c) ERP is the solution of all business needs.
- (d) Amazon.com is well-known for affiliate programs of e-commerce marketing technique.

- (e) Pop-up ad appears on a Web page.
- (f) Extranet is an internal organizational Internet that is guarded against outside access with a special, firewall security feature.
- (g) Dollar is the currency used in e-business transactions around the world.
- (h) Effective integration of e-business at a technical level is one of the implications for an organization if an e-business strategy is not clearly defined.
- (i) E-commerce is a subset of e-business.
- (j) One of the advantages of B2C commerce is easy payment for services.

2. Answer any three of the following questions : 4×3=12

- (a) Explain e-commerce.
- (b) What do you understand by e-environment?
- (c) What is intranet? Explain.
- (d) What do you understand by customer relationship?
- (e) Introduce clearly Gopher.

Answer any *three* of the following questions :

12×3=36

3. How does e-commerce differ from e-business? Describe the major types of e-commerce.
4. Compare and contrast Intranet and Internet as a whole.
5. Define the term 'supply chain' and explain what supply chain management systems attempt to do.
6. Compare and contrast different marketing strategies.
7. Write an essay on change management.
