



US – 539

VI Semester B.B.A. Examination, May 2017
(CBCS) (Fresh)
(2016 – 17 & Onwards)
BUSINESS ADMINISTRATION
Paper – 6.2 : E-Business

Time : 3 Hours

Max. Marks : 70

Instruction : Answers should be written in **English only**.

SECTION – A

Answer **any 5** sub-questions. **Each** sub-question carries **2** marks. **(5×2=10)**

1. a) Define e-business.
- b) What is web auction ?
- c) What do you mean by data encryption ?
- d) Expand HTTP.
- e) Give the meaning of debit card.
- f) What is internet marketing ?
- g) What do you mean by brand strategy ?

SECTION – B

Answer **any 3** questions. **Each** question carries **6** marks. **(3×6=18)**

2. Briefly explain the salient features of E-commerce.
3. What are security tools ? What purpose these are used ?
4. List out the risks involved in e-payment system.
5. What is customer relationship management ? List its salient features.
6. Explain the penalties and adjudication under IT Act 2000.

P.T.O.



SECTION – C

Answer **any 3** questions. **Each** question carries **14** marks.

(3×14=42)

7. Write short notes on the following :
 - a) Virtual communities.
 - b) Portals.
 8. Explain the different e-commerce business models.
 9. Discuss in detail the various tools that can be implemented to protect the web server.
 10. What is smart card ? What are its advantages ?
 11. Elaborate the types of cyber crimes.
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