SE – 284

VI Semester B.B.A. Examination, September 2020
(CBCS) (F+R)
(2016-17 and 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 correct** answer carries **2 marks.**   **(5×2=10)**

1. a) What is M – Commerce ?

   b) What is B2C in E-Business ?

   c) What are Web Auctions ?

   d) What is Transaction Fee Revenue Model ?

   e) What is Sales Revenue Model ?

   f) What is Electronic funds transfer ?

   g) What is a Malware ?

SECTION – B

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

2. What are the disadvantages of E-Commerce ?

3. Explain the Business Revenue Models in E-Business.

4. What are the advantages of Viral Marketing ?

5. What are Firewalls ? Explain different types of Firewalls.

6. Explain the importance of CRM.

SECTION – C

Answer **any 3** questions. **Each correct** answer carries **14** marks.   (3×14=42)

7. Discuss the various tools used to protect the Web Server.

8. Discuss the various types of Cyber crimes.

9. What is Smartcard ? What are its advantages ?

10. Discuss the Hardware and Software requirements for E-Commerce.

11. What are the advantages and disadvantages of E-Payment System ?

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