

VI Semester B.B.A. Examination, September/October 2021
(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

1. Answer any 5 sub-questions. Each correct answer carries 2 marks. (5×2=10)
- Define E-Business.
 - Give the meaning of Debit card.
 - What is Web auction ?
 - What is Electronic Fund Transfer ?
 - Name any 4 examples of B2C.
 - What is a Web browser ?
 - What is a cyber crime ?

SECTION – B

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

- What are the advantages of E-Commerce ?
- Discuss the uses of SSL protocol.
- What is CRM ? List its salient features.
- What are the objectives of IT Act 2000 ?
- Briefly explain the difference between E-Commerce and E-Business.

SECTION - C

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

7. What are the advantages and disadvantages of E-Payment system ?
 8. Explain the different E-Commerce business models.
 9. Discuss various types of cyber crimes.
 10. Write short notes on the following :
 - a) Web Portal.
 - b) Virtual Communities.
 - c) Mobile Marketing.
 - d) B2B.
 11. What is DBMS ? Explain the characteristics of DBMS.
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