



UG – 364

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VI Semester B.B.A. Examination, September/October 2022
(CBCS) (2016 – 17 and Onwards) (F + R)
BUSINESS ADMINISTRATION
Paper – 6.2 : E-Business

Time : 3 Hours

Max. Marks : 70

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

SECTION – A

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

1. a) List any four salient features of E-commerce.
- b) What do you understand by the term E-commerce ?
- c) State any 2 differences between a worm and virus.
- d) Define phishing.
- e) Write a short note on digital cheque.
- f) What is affiliate marketing ?
- g) How web servers can be protected ?

SECTION – B

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

2. Explain the merits and demerits of E-commerce.
3. Discuss in detail the various tools that can be implemented to protect the web server.
4. Write a note on :
 - a) Debit card
 - b) Credit card.
5. Explain the various operations of database.
6. State the merits and demerits of data mining in detail.

P.T.O.



SECTION – C

Answer **any 3** questions. **Each** correct answer carries **14** marks.

(3×14=42)

7. Elucidate the application of E-commerce in the following fields.
 - a) Banking
 - b) Shopping.
 8. Explain any seven demerits of using cash as a form of payment.
 9. What is web based marketing ? Explain its benefits in detail.
 10. Discuss in brief the various types of cyber crimes.
 11. What is E-payment System ? Explain the advantages and disadvantages of E-payment.
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