END TERM EXAMINATION

SECOND SEMESTER [BBA] MAY- JUNE 2019

Paper Code: BBA-106	Subject: E-commerce
Time: 3 Hours	Maximum Marks: 75

Note: Attempt any five questions.

Q1 (a) The early years e-commerce can be considered both a success and a failure. Justify the statement. (8)
(b) Discuss the factors that contribute to e-commerce success. (7)

Q2 (a) What is e-business model? Explain with suitable examples B2B, B2C, B2G and C2C models. (8)
(b) Discuss the e-transition challenges for an life insurance company. (7)

Q3 (a) Describe how internet and web features and services support e-commerce. (8)
(b) Explain the following tags of HTML: (7)
(i) <a>--- (ii) <h2>--</h2> (iii) <dl>--</dl>

Q4 (a) How can the table be created in HTML? Explain with suitable example. (8)
(b) Create a form in HTML to take feedback of customer for the service of a restaurant. (7)

Q5 Differentiate between:- (15)
(a) E-commerce and E-business
(b) Public key and Private key
(c) Static Website and Dynamic website

Q6 (a) Compare and contrast online credit card payment and debit card payments. (8)
(b) Identify the key security threats that arise during e-commerce transaction. (7)

Q7 (a) How does spoofing threaten a Website's operations? (8)
(b) How is e-banking related to e-commerce and m-commerce? (7)

Q8 (a) Identify the industries who have taken full benefit of e-commerce. Justify your findings. (8)
(b) Discuss the ethical issues raised by e-commerce. (7)

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