

Dr. Babasaheb Ambedkar Open University
Term End Examination February – 2026

Course	: BBA/DBA	Date	: 17-Feb-2026
Subject Code	: BBASEC205/DBASEC205	Time	: 03:00pm to 04:00pm
Subject Name	: E-Commerce	Duration	: 01 Hours
		Max. Marks	: 35

Answer the following Questions.

Marks

Q-1 Discuss the key concepts of marketing. Explain the differences between direct marketing and online marketing. **10**

OR

Q-1 Explain the role of the TCP/IP protocol suite in internet communication. Describe the functions of any two layers of the TCP/IP model. **10**

Q-2 Discuss the different security schemes used in electronic payment systems. **10**

OR

Q-2 What is mobile commerce (m-commerce)? Discuss its advantages and explain the various applications of mobile commerce. **10**

Q-3 Write a short note: (Any 3 out of 6)

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| 1 | Data warehousing in e-commerce | 05 |
| 2 | Cybercrime | 05 |
| 3 | Importance of intelligent agents in building customer relationships. | 05 |
| 4 | B2B & G2B in e-commerce | 05 |
| 5 | Role of the Personal Data Protection Bill (PDPB) | 05 |
| 6 | Stages of the consumer decision-making process | 05 |
