

Dr. Babasaheb Ambedkar Open University, Ahmedabad

Term-End Examination: July - 2026

Course Name : BBA/DBA

Subject Name : E-Commerce

Subject Code : BBASEC205/DBASEC205

Date : 20-08-2026

Time : 03:00pm to 04:00pm

Max Marks : 35

Q.-1. Answer the following question (Attempt any one) in about 1200 words. (10)

- (1) Explain in Detail about Privacy Protection in Digital Information.
- (2) Discuss about Market Research for EC.

Q.-2. Answer the following question (Attempt any one) in about 1200 words. (10)

- (1) How do Strategy Formulation and Implementation influence E-governance initiatives?
- (2) Explain the strategies for e-business.

Q.-3. Write short notes on any two of the following topics. (10)

- (1) Marketing and selling.
- (2) Web Browsers.
- (3) Factors influencing consumer purchasing decision.
- (4) Key elements of e-commerce security.
- (5) Online Marketing.

Q.-4. Choose the correct option (A, B, C, or D). (05)

(1) Which of the following is an example of B2C e-commerce?

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|---|---|
| A) A business selling raw materials to another business | B) An individual purchasing clothes from an online retailer |
| C) A software company selling enterprise solutions to other companies | D) A wholesaler selling products to a distributor |

(2) In the B2C model, which of the following is a common strategy used by companies to engage customers?

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|--|---|
| A) Offering bulk discounts for large businesses | B) Directly selling products to other businesses |
| C) Providing a personalized shopping experience for individual consumers | D) Focusing on long-term contracts with suppliers |

(3) Which tool is commonly used in electronic marketing to track customer behaviour and manage personalized campaigns?

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|--|--------------------------------------|
| A) Customer Relationship Management (CRM) software | B) Electronic Data Interchange (EDI) |
| C) Pay-per-click advertising | D) Social media platforms |

(4) What is the purpose of specifying access rights to resources related to information security?

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|------------------|-------------|
| A) OTP | B) Pin |
| C) Authorization | D) Passcode |

(5) A debit card is linked to which type of account?

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|----------------------------------|----------------------|
| A) A bank loan account | B) A credit account |
| C) A checking or savings account | D) A prepaid account |