Dr. Babasaheb Ambedkar Open University
Term End Examination December – 2019

Course	**:**	**BBA**	**Date**	**:**	**29-Dec-2019**
Subject Code	**:**	**BBA - 306(OLD)**	**Time**	**:**	**11:00am to 02:00pm**
Subject Name	**:**	**E-Commerce**	**Duration**	**:**	**03 Hours**
			Max. Marks	**:**	**70**

Section A

Answer the following (Attempt any three) **(30)**

1. What is the Difference between E-commerce and E-business?
2. Explain the types of E-commerce.
3. Define the Industry and Competitive Analysis.
4. What is Internet Today? Explain the Internet Today.
5. What is a Network? Explain the Network.

Section B

Answer the following (Attempt any four) **(20)**

1. Explain the Electronic Commerce Leadership.
2. Define the Advantages of E-commerce Solution.
3. What is Threats? Define the Threats.
4. Discuss the Information Transfer.
5. List out types of Website? Explain the types of Web sites.
6. Explain the Electronic Delivery Channel Includes.

Section C

Part – A (Multiple Choice Questions) **(10)**

1 What is E-commerce?

A A branch of commerce
B exchange of services over electronic network
C computer program dealing in accountancy problems
D None of these

2 Which of the following type of e-commerce encompasses all electronic transactions of goods or services conducted between consumers?

A Consumer-to-Consumer (C2C)
B Consumer-to-Business (C2B).
C Business-to-Administration (B2A)
D None of these

3 What are causes of failure of E-commerce business?

A Providing value to customers
B There is no security key at the bottom of the browser
C The site doesn't tell visitors about the owners
D Both B and C

4 What factors are responsible in the success of E- commerce?

A User Interface
B Loyalty
C Consumer Trust
D All of these

5 What is NGN?

A computer network
B It is based on principle of unification of data, telecommunication and mobile-phones networks
C Information Network
D None of these

6 Which virus attacks the program files?

A Boot sector virus
B Program virus
C Email virus
D None of these

7 What is Digital Marketing strategy?

A It define and communicate the differentials the channel to encourage customers to use it,
B It will give a foundation for all the key online marketing activities.
C It is based on objectives for future online and offline channel contribution %
D All of these

8 Which protocol among the following works on port number 80?

A HTTP
B SMTP
C FTP
D Telnet

9 What are the features of wireless ISP?

A It does not require a cable line
B It is usually 50 times faster than typical dial-up connections
C It allows you to use the telephone and the Internet at same time
D All of these

10 Google Adword facility is given be:

A Godaddy
B Fatcow
C Host monster
D Justhost

Part – B (Do as Directed) **(10)**

1 What is E-commerce?
2 What is the full form of IT.?
3 Automated banking machine (ABM) or Cash Machine and by several other names, is a computerized telecommunications device that provides the clients of a financial institution. (True/False)
4 What is Electronic Fund Transfer?
5 India's banking system has several outstanding achievements to its credit. (True/False)
6 What is the full form of ISP?
7 Websites helps in targeting a marketing group more effectively than any other advertising strategy. (True/False)
8 What is the full form of ABM?
9 What is HTTP?
10 What is the full form of WWW?