

Dr. Babasaheb Ambedkar Open University
Term End Examination July – 2016

Course	: BBA(OLD)	Max. Marks	: 70
Subject Code	: BBA – 306	Duration	: 03 hours
Subject Name	: E-Commerce	Date	:
		Time	:

SECTION-A

Attempt any Three out of Five

30

1. What are the unique features of E-Commerce? Explain in detail.
2. What are the reasons for failure of E-Commerce?
3. Explain the four positional factors of Strategy Formulation in detail.
4. Explain the Advantage and Disadvantage of various types of cables.
5. List out the Electronic Delivery Channels. Why need the Computerization- Explain?

SECTION-B

Attempt any Four out of Six

20

1. What is the difference between E-Commerce and E-Business
2. What are the types of E-Commerce? Write a Short note on that.
3. Write a short note on Dot. Com. IPO's
4. Write a short note on Advantages of E-Commerce
5. Discuss the elements of SWOT?
6. Short note on WWW.

SECTION-C

A) Multiple Choice Question

10

1. Consumer to _____ is the type of E-Commerce
a) Business b) Government c) Consumer d) Commerce
2. Electronic _____ Interchange.
a) Disk b) Device c) Data d) Date
3. Full form of OTP is _____
a) Open Transaction Profiling b) Open Trading Protocol
4. KYC Stands for _____.
a) Know your Client b) Know your Customer
c) Know your Consumer d) Know your Cash
5. ESP stands for _____.
a) Entered Security Protocol b) Encapsulating Security Payload
c) Entertainment Security Protocol d) Executive Service Protocol
6. A Payment Option for Online purchase order to be paid at product receive time called _____

- a) Cash on Delivery b) Cash at Home
7. In Website , A Page which contains the graphical as well as an audio-visual information is called _____
- a) IPS b) protocol c) WWW d) Webpage
8. Full for of VPN is _____
- a) Virtual Public Network b) Virtual Private Network
9. ESP stands for _____
- a) Entered Security Protocol b) Encapsulating Security Payload
c) Entertainment Security Protocol d) Executive Service Protocol
10. Fill the blank with appropriate word: Strengths, Weakness, Opportunities, T_____.
a) Threats b) Tie c) Thought d) Think

B) Do as Directed

10

1. Define the term: Shopping Cart
2. Wireless devices such as mobile and PDA are used for commercial transaction in M-Commerce. TRUE / FALSE justify your answer.
3. List out any two Search Engine name.
4. List out any two Online Shopping Websites.
5. What is the Use of Automatic Teller Machine (ATM)?

===**BEST OF LUCK**=====