

Mid-West University
Examinations Management Office
Surkhet, Nepal
End-Semester Examination-2081
Bachelor of Business Studies (BBS)
Semester - III

Subject: E-Commerce
Full Marks: 60 Pass Marks: 30

Course Code: MGMT 435/335
Time: 3: 00 Hours

You are required to answer in your own words as far as applicable. Figures in the margins indicate full marks.

SECTION A: VERY SHORT ANSWER QUESTIONS (10 X 1 = 10 MARKS)

Answer **ALL** the questions.

1. List out any two roles of the internet related to e-commerce.
2. Write any two differences between C2C and B2B.
3. What do you mean by debit card?
4. Write the meaning of virtual community.
5. List the differences between e-commerce and e-business.
6. Write any two advantages of e-finance.
7. Mention any two differences between market place and market space
8. Define e- marketing.
9. List out the current marketing issues related with e-commerce.
10. Write down any four characteristics of e-cash.

SECTION B: SHORT ANSWER QUESTIONS (3 X 4 = 12 MARKS)

Answer any **THREE** questions.

11. What do you mean by internet ticketing? Describe the advantages of it to users. [2+6]
12. Clear the concept of credit card and mention its features. [2+6]
13. What is just-in-time delivery? Mention its advantages for business organization. [4+4]
14. Explain the types of e-commerce. [8]
15. Write short notes (Any Two): [4+4]
 - a. Digital economy
 - b. One to one marketing
 - c. Electronic distributor

SECTION C: LONG ANSWER QUESTIONS (2 X 5 = 10 MARKS)

Answer any **TWO** questions.

16. Define e-commerce. Explain the development and limitations of e-commerce. [2+6+5]
17. Describe the current practices of e-commerce in Nepal. [13]
18. Make a discussion on strategies for supporting activities which are helpful to run business smoothly in context of e-commerce. [13]

THE END