

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

Subject: E-Commerce

Course Code: MGMT 435/335

Full Marks: 60 Pass Marks: 30

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. Define the term internet marketing.
2. What do you mean by web-portals?
3. What do you understand by web-auction?
4. Define micropayment with two examples.
5. Point out any four challenges in computer.
6. What is e- cheque?
7. Write any two advantages of credit card.
8. What do you mean by encryption?
9. Differentiate between market place and market space.
10. List out any four limitations of e-commerce.

SECTION B: SHORT ANSWER QUESTIONS (3 X 8 = 24 MARKS)

Answer any **THREE** questions.

11. State and explain the types of e-commerce with appropriate examples.
12. What do you mean by e-ticketing? State and explain the advantages of e-ticketing to a user. [2+6]
13. What is just-in-time delivery? Briefly explain the advantages of just-in-time delivery. [2+6]
14. What do you mean by E-commerce? Describe the concern issues in E-Commerce. [2+6]
15. Write short notes (Any Two) [4+4]
 - a. Digital economy.
 - b. Advantages of e-banking
 - c. Virtual community

SECTION C: LONG ANSWER QUESTIONS (2 X 13 = 26 MARKS)

Answer any **TWO** questions.

16. Define marketing strategy. Explain the strategies for supporting activities which are helpful to run business smoothly in context of E-commerce. [2+11]
17. Illustrate the development history of E-commerce and explain the roles of internet in E-commerce. [5+8]
18. What is debit card? Describe the importance of debit card and differentiate between debit and credit cards. [2+5+6]

THE END