

MID-WESTERN UNIVERSITY
EXAMINATIONS MANAGEMENT OFFICE
FINAL EXAMINATION: 2019
BACHELOR OF BUSINESS STUDIES (BBS)
SEMESTER – III

Subject: E-commerce

Course Code: MGMT 335

Full Marks: 60

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 questions.

- Q1. Point out the types of e-payment.
- Q2. What do you mean by micro payment?
- Q3. Define the term virtual community.
- Q4. Write any two advantages of credit card.
- Q5. Mention any two examples of C2C business.
- Q6. Differentiate between ISP and ASP.
- Q7. Point out the legal concern in e-commerce.
- Q8. What is internet?
- Q9. Differentiate between market space and market place.
- Q10. Write any two advantages of e-ticketing.

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

Answer any THREE questions.

- Q11. Write the concept of e-commerce. What are the security approaches to be adopted in E-commerce? (3+5)
- Q12. What do you mean by e-marketing? Discuss the various forms of direct marketing in E-commerce. (2+6)
- Q13. Define e-payment with its advantage. (2+6)
- Q14. Explain the strategies for sales and promotion. (8)
- Q15. Define JIT with its advantages. (3+5)

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

Answer any TWO questions.

- Q16. What are the limitations of E-commerce and its social concern? Describe some of the challenges in computers. (4+3+6)
- Q17. Illustrate the development history of E-commerce and the roles of internet in E-commerce. (5+8)
- Q18. What are the characteristics of e-cash? What is debit card? Describe the importance of debit card. (4+3+6)

