MID-WESTERN UNIVERSITY FACULTY OF MANAGEMENT FINAL EXAMINATION: 2073

BACHELOR OF BUSINESS STUDIES (BBS)

SEMESTER - III

Subject: E-commerce Course Code: MGMT 315 Full Marks: 100 Time: 3 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 X2 = 20 MARKS)** Answer **ALL** questions. What do you mean by web tracking? Q1. Q2. Do you think E-commerce needs to have privacy? Give two reasons. Q3. List any two advantages of JIT. Q4. In what kind of product C2C business is more applicable? Q5. Define virtual community. Q6 Point out the supporting activities in E-commerce. Q7. List out the requirements of e-payment. Q8. What do you mean by the word "Encryption"? Q9. Differentiate between market place and space? Q10. What do you mean by direct marketing? **SECTION B: SHORT ANSWER QUESTIONS (6 X 8 = 48 MARKS)** Answer any **SIX** questions. Write the concept of E-commerce and illustrate the drawbacks of E-commerce. Q11. (3+5)Q12. Describe the types of E-commerce. (8) Q13. "E-payment is secured form of transferring money". Do you agree with the statement? Justify your answer. (8) Q14. What do you mean by micro payment? Explain all the payment options in E-commerce. (2+4)Q15. Write the advantages of online banking. (8) O16. Mention the challenges of computer. (8) Q17. Explain the pros and cons of e-trading. (4+4)Q18. Write short notes (On any two): (4+4)a) Web Auction b) Web Portals c) One to One marketing SECTION C: LONG ANSWER QUESTIONS (2 X 16 = 32 MARKS) Answer any **TWO** questions. What do you mean by transaction done through internet? List the necessities, advantages and types of O19. (4+4+4+4)E-payment system. (4+12)Q20. What do you mean by marketing strategy? Explain the types of marketing strategies. Q21. Write the concept of e-marketing, its advantages and describe the types of direct marketing. (4+6+6)

