

Mid-West University
Examinations Management Office
Surkhet, Nepal
End-Semester Examination-2080
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. Write any two effects of computer viruses on e-commerce business.
2. What is e-distributor?
3. What is the full form of EDI and ARPA which are related with development of e-commerce.
4. Write any two differences between computer virus and worm.
5. What is e-trading?
6. List out Five 'S' of digital marketing.
7. What do you by e finance?
8. Write any two differences between market place vs market space.
9. What is just-in-time delivery system?
10. Write any two differences between B2B and B2C.

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

Answer any **THREE** questions.

11. Write, in brief, about internet and its role in e-commerce. [2+6]
12. What types of challenges are there in computers? Explain with examples. [8]
13. Give a brief introduction of web portals. What are the different activities we can do through it? [2+6]
14. Explain the four strategies for marketing based on ecommerce. [8]
15. Write short notes on (any two): [4+4]
 - a. Credit card
 - b. Digital economy
 - c. Current practices of e-commerce in Nepal

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

Answer any **TWO** questions.

16. What do you mean by E-payment? Describe its advantages and requirements in e-business. [2+5+6]
17. a. Introduce electric ticketing. Explain the advantages of it in the context of Nepal. [1+5]
b. Describe procurement process in e-commerce. [7]
18. What do you mean by concern issues? Describe its types which are related to e-commerce with examples. [2+11]

THE END