

Total No. of Questions—7]

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Seat No.	
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[4967]-6004

BBA (Semester-VI) EXAMINATION, 2016

E-COMMERCE

(2013 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :— (i) Question No. 7 is compulsory.

(ii) Answer any *four* out of the remaining.

(iii) Figures to the right indicate full marks.

1. What is E-commerce ? Explain advantages & disadvantages of E-commerce. [15]
2. Explain in detail Business models in emerging E-commerce areas. [15]
3. What is E-advertising ? Explain advantages & disadvantages of E-advertising. [15]
4. What is cyber law ? Explain its types in detail. [15]
5. Explain the types of viruses in E-commerce. [15]
6. Define online marketing. Explain its types in detail. [15]

P.T.O.

7. Write short notes on (any *four*) : [20]

- (a) E-Branding
- (b) Hacking
- (c) Trojan Horse
- (d) E-money
- (e) E-Procurement
- (f) Electronic fund transfer (EFT).