

Total No. of Questions—7]

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B.B.A. (Sixth Sem.) EXAMINATION, 2017

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. Explain type of Electronic payment media. [15]
2. Define Cyper attack. Explain types of Cyber attack. [15]
3. What is E-Commerce ? Explain advantages and disadvantages of E-Commerce. [15]
4. What is E-Advertising ? Explain advantages and disadvantages of E-Advertising. [15]
5. What is Cyber Law ? Explain with its types. [15]
6. Explain E-Cycle of Internet Marketing. [15]

P.T.O.

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

[20]

- (a) E-Branding
- (b) Goals of E-Commerce
- (c) Viruses
- (d) Phishing
- (e) Hacking
- (f) E-Money
- (g) E-Marketing.