

Total No. of Questions—7]

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Seat No.	
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[5262]-604

B.B.A. (Semester VI) EXAMINATION, 2017

E-COMMERCE (604)

(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 online marketing ? Explain its types in detail. [15]
2. Define Cyber Attack. Explain types of cyber attack. [15]
3. Explain type of Electronic payment media. [15]
4. What is E-Commerce ? Explain advantages and disadvantages of E-Commerce. [15]
5. Explain the types of viruses in E-Commerce. [15]
6. What is E-Advertising ? Explain advantages and disadvantages of E-Advertising. [15]

P.T.O.

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

- (a) Activities in E-Commerce
- (b) Goal of E-Commerce
- (c) Social media marketing
- (d) Features of E-Commerce
- (e) Cyber-Law
- (f) E-Money.