

Total No. of Questions : 3]

SEAT No. :

P2108

[5802] - 601

[Total No. of Pages : 2

B.B.A.

601 : ESSENTIALS OF E-COMMERCE

(2019 Pattern) (Semester - VI)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the condidetes:

- 1) *All questions are compulsory*
- 2) *Neat diagram must be drawn wherever necessary.*
- 3) *Figures to the right side indicate full marks.*

Q1) Solve the following objective type questions.

[5×4=20]

A) Solve the following multiple choice questions.

[5×1=5]

i) All electronically mediated exchanges are know as

- | | |
|---------------------|----------------------|
| a) E-Business | b) E-commerce |
| c) Digital Business | d) None of the above |

ii) It refers to the transaction conducted directly between a companys consumers who are the end users of its products & services

- | | |
|--------|--------|
| a) B2B | b) B2C |
| c) C2C | d) C2B |

iii) Electronic money is called as_____

- | | |
|--------------|---------------|
| a) E - cash | b) E - money |
| c) E - Rupee | d) E - cheque |

iv) Which of the following is not a benefit of content marketing?

- | | |
|--------------------|------------------|
| a) Increase sales | b) Cost savings |
| c) Less engagement | d) None of these |

v) What is the name of the IT law that India is having in the Indian legislature?

- a) India's Technology (IT) Act 2000
- b) India's Digital Information Technology (DIT) ACT, 2000
- c) India's information Technology (IT) Act 2000
- d) The Technology Act, 2008

P.T.O.

B) Match the Pair. [5×1=5]

Group A

- 1) Visual Search
- 2) Cryptocurrency
- 3) ATM fraud
- 4) UPI
- 5) Exchange of information goods & services to two businesses

Group B

- a) Card skimming
- b) BHIM
- c) B2B
- d) Use of real world image
- e) Ethereum

C) Answer the following questions in one sentence [5×1=5]

- i) What is the fullform of EDI?
- ii) Answer any one application of Internet
- iii) What is FIAT currency?
- iv) Pound is the example of which currency?
- v) Explain the fullform of B2C bussiness model?

D) Fill in the blanks. [5×1=5]

- i) _____ is a global web in which millions of users are communicating with each other with the help of computers.
- ii) RTGS stands for_____
- iii) Compromissing confidential information comes under_____
- iv) NEFT is_____
- v) SEO stand for_____

Q2) Solve any 3 long answers from the following. [3×10=30]

- i) What is UPI? How does it work?
- ii) Describe in detail various e-commerce models.
- iii) What is ecommerce and its role in business economy?
- iv) What is IT Act - 2000? Explain with its roles and needs
- v) Describe Artificial Intelligence and Augmented reality

Q3) Solve any 4 short notes from the following. [4×5=20]

- i) Chatbots
- ii) ATM frauds
- iii) Internet
- iv) EDI
- v) RTGS
- vi) QR code scanner

