[5953]-601

T.Y. B.B.A.

601 : ESSENTIALS OF E-COMMERCE
(2019 Pattern) (CBCS) (Semester - VI)

Time : 2 ½ Hours]   *[Max. Marks : 70*

Instructions to the candidates :

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

Q1) **A)**   **Multiple Choice Questions (Any 5)** :   **[5 × 1 = 5]**

   a)   The exchange of information, goods and services to two businesses

      i)   C2C   ii)   B2B

      iii)   C2B   iv)   B2C

   b)   The Pound, US Dollar, Euro and Yen are the examples of ----------currency

      i)   E Money   ii)   FIAT

      iii)   Crypto Currency   iv)   Transaction Currency

   c)   ---------- is a system that is developed to distribute electronic money systems independent of local currency

      i)   Ripple monetary system   ii)   Apple pay

      iii)   RTGS   iv)   SEO

   d)   ----------- transaction is a direct bank to bank transfer whereas digital wallets act like intermediaries between bank Accounts

      i)   UPI   ii)   PPC

      iii)   Mobile wallet   iv)   RTGS

e) ----------- is an online advertising model which an advertiser pays a publisher every time an advertisement link is clicked on

   i) PPC   ii) Chat bhots

   iii) Google lens   iv) Blogs

f) ----------- marketing is also known as one to one marketing or individual marketing

   i) Personalized Marketing

   ii) Neuro Marketing

   iii) Internet Marketing

   iv) Conversational Marketing

B) Match the following :   **[5 × 1 = 5]**

       Column 1   Column 2

1)	Digital signature	a)	B2B Fully Automated
2)	Paper exchange.com	b)	Imposter Prevention
3)	Mobile wallet	c)	Open source and Free application
4)	Home Assistant	d)	Method of Payment
5)	Blog	e)	Online journal

C) Answer in one Sentence :   **[5 × 1 = 5]**

a) Mobile retailing.

b) Cyber security.

c) Mobile Hacking.

d) Trojan Horse.

e) NEFT.

D) Fill in the Blanks : $[5 \times 1 = 5]$

a) ----------- is a global system of interconnected computer networks that use standard internet protocol suites to link several devices worldwide.

b) ----------- is the process of identifying new suppliers for a specific spend category using internet technology.

c) ----------- allow users to make instore payments without having carry cash or physical credit cards.

d) ------------ is a block of data that can be attached to documents like email, Messages, word files etc.

e) A ----- is an online journal displaying information in reverse chronological order.

Q2) **Long Answer Questions (Any 3) :** $[3 \times 10 = 30]$

a) Define E Commerce. Explain the various factors responsible for the Growth of E Commerce in India.

b) Describe the role of Modern Digital Payment systems and challenges faced in the Indian Retail sector.

c) Define Content Marketing. Explain content marketing cycle and its types.

d) What is Phishing? How do you protect against Phishing Attacks and explain Phishing Techniques?

e) Differentiate between Internet, Extranet and Intranet.

Q3) **Short Answer Questions (Any 4) :** $[4 \times 5 = 20]$

a) FIAT Currency.

b) Intranet.

c) Google Lens.

d) Data Theft.

e) EDI.

f) Mobile Hacking.

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