

Total No. of Questions : 3]

SEAT No. :

P-1891

[Total No. of Pages : 3

[6033]-601

T.Y. B.B.A.

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates :

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) A) Multiple Choice questions : [5]

- i) _____ is the practice of Protecting critical systems and sensitive information from digital attacks.
 - a) Cyber security
 - b) Cyber warfare
 - c) Cyber attack
 - d) Mobile Hacking
- ii) _____ transaction is a direct bank to bank transfer whereas digital wallets act like intermediaries between bank Accounts
 - a) UPI
 - b) PPC
 - c) Mobile wallet
 - d) RTGS
- iii) Which of the following is not a feature of RTGS?
 - a) Real Time
 - b) Gross Basis
 - c) Netting
 - d) Order by Order settlement
- iv) _____ marketing is also known as one to one marketing or individual marketing.
 - a) Personalized Marketing
 - b) Neuro Marketing
 - c) Internet Marketing
 - d) Conversational Marketing
- v) _____ is the full form of AR?
 - a) Artificial Reality
 - b) Augmented Reality
 - c) Artificial Reagent
 - d) Augmented Reagent

P.T.O.

- B) Match the pairs :** [5]
- | Column 1 | Column 2 |
|----------------------|----------------------------------|
| i) Cryptocurrency | a) image recognition Technology |
| ii) Google lens | b) Ethereum |
| iii) Cyber terrorism | c) crimes against the Government |
| iv) Phishing | d) 24*7 Assistance |
| v) Chatbots | e) whaling |
- C) Answer in one sentence :** [5]
- What is the meaning of conversational Marketing?
 - E procurement
 - What is the full form of NEFT and RTGS?
 - What do you mean by Digital signature?
 - What is Automotive hacking?
- D) Fill in the blanks :** [5]
- The _____ is the theft of software through illegal copying and selling of copyrighted data or software codes in open market without permission of owners company
 - _____ currency can be exchanged online for goods and services.
 - _____ is a injury to the reputation of person.
 - _____ is related with unwanted mails in bulk with no purpose and it obstruct the system.
 - _____ is concerned with proper handling, processing ,storage and use of physical information.
- Q2) Solve any 3 long answers (out of 5) :** [3 × 10 = 30]
- Explain the term E commerce and the various challenges and opportunities for E Commerce in India.
 - Describe the role of Modern Digital Payment systems and challenges faced in the Indian Retail sector.
 - Describe Artificial Intelligence and Augmented Reality.
 - What is Digital signature? Explain its Advantages and disadvantages.
 - What is phishing? Explain the ways to protect against phishing attacks.

Q3) Short answer questions (4 out of 6) :

[4 × 5 = 20]

- a) Electronic Money
- b) FIAT Currency
- c) Defamation
- d) QR Code scanners
- e) Information Technology ACT 2000
- f) Neuro Marketing

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