

Total No. of Questions : 3]

SEAT No. :

P5989

[Total No. of Pages : 3

[6143]-601
Third Year B.B.A.
601 : ESSENTIALS OF E-COMMERCE
(2019 Pattern) (Semester -VI)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Solve the following objective type question. [5]

Solve the following multiple choice questions.

- a) _____ is concerned with buying & selling information, product & services over computer communication networks.
 - i) Commerce
 - ii) E-commerce
 - iii) E-business
 - iv) None of these
- b) Companies like Amazon, Flip kart & Myntra mainly belongs to the _____ E-commerce (EC) segment.
 - i) B 2 B
 - ii) P 2 P
 - iii) B 2 C
 - iv) C 2 B
- c) SEO stands for
 - i) Search Engine optimization
 - ii) Search Engine optimum
 - iii) Search Electronic optimization
 - iv) None of the above
- d) Google lens is an _____ recognition technology developed by Google.
 - i) Audio
 - ii) Video
 - iii) Text
 - iv) Image
- e) A mobile wallet is a type of _____ wallet.
 - i) Video
 - ii) Manual
 - iii) Real
 - iv) Virtual

P.T.O.

B) Match the Pair [5]

Group A

Group B

- | | |
|---------------------------|------------------------------|
| a) Cryptocurrency | i) Tool for brain scanning |
| b) Phising | ii) Use of real world images |
| c) FMRI | iii) EFT |
| d) Visual Search | iv) Ethereum |
| e) Modern digital payment | v) Whaling |

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

- a) What is E-marketing?
- b) Explain the term E-procurement.
- c) What is the full form of RTGS?
- d) What is pay-per-click (PPC)?
- e) Explain Automotive Hacking?

D) Fill in the blanks. [5×1=5]

- a) _____ is a type of distribution that uses purely electronic media.
- b) Bitcoin is the crypto currency invented in _____.
- c) _____ is a programme that performs the desired tasks but at the same time also performs unexpected or undesirable task.
- d) In _____ of e-commerce businesses sell products & services to individual user directly.
- e) Full form of NEFT is _____.

Q2) Solve any 3 long answers from the following.

[3×10=30]

- a) Describe in detail various e-commerce models.
- b) What is IT Act 2000? Explain its importance.
- c) Which are modern digital payment methods? Explain with examples.
- d) What is SEO? How does it work?
- e) What is an E-commerce and its role in business economy?

Q3) Solve any 4 short notes from the following.

[4×5=20]

- a) Intranet
- b) FIAT Currency.
- c) Mobile Hacking.
- d) Digital Signature.
- e) Personalised Marketing.
- f) E-distribution.

