

Total No. of Questions : 3]

SEAT No. :

PC1140

[6316]-401

[Total No. of Pages :2

T.Y.B.B.A.

601 : ESSENTIALS OF E-COMMERCE

(2019 CBCS Pattern) (Semester- VI)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Figures to the right indicate full marks.*
- 2) *Draw diagram wherever necessary.*

Q1) Attempt the following:

[5×1=5]

A) Multiple Choice Questions (Any 5):

- a) _____ is not an example of E commerce platform.
 - i) Amazon pantry
 - ii) Reliance Smart
 - iii) Flipkart plus
 - iv) Dmart Ready
- b) Which of the following is not a feature of RTGS?
 - i) Real Time
 - ii) Gross Basis
 - iii) Netting
 - iv) Order by Order settlement
- c) Companies like Flipkart, shop clues and Myntra belongs to the _____ Ecommerce (EC) segment.
 - i) B2B
 - ii) P2P
 - iii) B2C
 - iv) C2B
- d) Transaction is a direct bank to bank transfer whereas digital wallets act like intermediaries between bank accounts.
 - i) UPI
 - ii) Mobile wallet
 - iii) NEFT
 - iv) RTGS
- e) _____ is the full form of AR?
 - i) Artificial Reality
 - ii) Augmented Reality
 - iii) Artificial Reagent
 - iv) Augmented Reagent

B) Match the Pairs

[5×1=5]

Column - I

- a) Mobile retailing
- b) Augment Reality
- c) Chatbot
- d) Personalised Marketing
- e) Blog

Column - II

- i) Individual marketing
- ii) Purchasing using smart phones
- iii) Technology to mobile app developers
- iv) 24*7 Assistance
- v) Online journal or information website

P.T.O.

- C) Answer in one sentence (any five): [5]
- a) What is the meaning of Extranet?
 - b) E procurement.
 - c) What is the full form of NEFT and RTGS?
 - d) What do you mean by Google lens?
 - e) What is Automotive hacking?
- D) Fill in the blanks (any five): [5]
- a) The Distribution of a digital product or digital service with the use of communication network is called _____.
 - b) Currency can be exchanged online for goods and services.
 - c) Is a small Malicious program that runs hidden on infected system.
 - d) Is related with unwanted mails in bulk with no purpose and it obstruct the system.
 - e) Is defined as cyber attacks or series of attack that target a country.

Q2) Write Long Answer (Any Three): [3×10=30]

- a) What is Crypto-currency? Explain type of Crypto-currency with advantages and disadvantages.
- b) What is digital Signature? Explain its Advantages and Disadvantage.
- c) What is Unified Payment Interface (UPI)? How to use it? Discuss about the UPI application.
- d) Explain the E-commerce Business Models and type of E-commerce Business Models.
- e) What is cyber security? Write Objective of Cyber Security.

Q3) Write Short Notes (Any four): [4×5=20]

- a) Defamation
- b) Social media Marketing
- c) EDI
- d) FIAT Currency
- e) Chatbots

