

**Fifth Semester B.B.M. Degree Examination,
October/November 2019**

(CBCS Scheme)

Management

E-COMMERCE

Time : 3 Hours]

[Max. Marks : 90

Instructions to Candidates : Answer should be written completely in English.

SECTION – A

1. Answer any **TEN** sub-questions of the following. Each sub-question carries 2 marks : (10 × 2 = 20)
- (a) Define E-Commerce.
 - (b) What is E-banking service?
 - (c) Give the meaning of e-advertising.
 - (d) What is credit card?
 - (e) What is meant by website designing?
 - (f) Expand HTTP, HTML.
 - (g) Mention any four e-banking services.
 - (h) What is Internet communications?
 - (i) Give the meaning of e-mail.
 - (j) What is web designing?
 - (k) What is network infrastructure?
 - (l) What is market research?



SECTION – B

Answer any **FIVE** questions. Each question carries 5 marks :

(5 × 5 = 25)

- 2. Explain the essential requirements of web design.
- 3. Explain the merits of e-commerce.
- 4. Explain the types of digital documents.

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5. What is e-payment? State the advantages of e-payment.
6. Explain the models of e-commerce.
7. What is Internet communication? State its types.
8. Explain the consumer oriented application in e-commerce.

SECTION – C

Answer any **THREE** questions. Each question carries 15 marks : (3 × 15 = 45)

9. What is debit card? Explain its advantages and disadvantages.
 10. Define website designing. Briefly explain e-shopping and exercise with virtual wall.
 11. What is Internet? Explain the applications of Internet.
 12. What is electronic payment system? Explain types of e-payment system.
 13. Write a short note on :
 - (a) Smart cards
 - (b) Peer to Peer communication
 - (c) VIBER.
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