BACHELOR OF BUSINESS ADMINISTRATION

E-COMMERCE

MODEL PAPER-1 SECTION-A

Answer any of the following 5 questions each question carries 5 marks(5*5=25)

1. Define e-business?

2. What is B2B Model?

3. Define supply chain management?

4. What are the applications of EDI?

5. What is E-Security?

6. What do you mean by cryptography?

7. Expand HTML?

8. What is browser?

SECTION-B

Answer the following questions Each question carries 10 marks(5*10=50)

9.(a) Explain B2B and B2C e-commerce?

Or

(b) Discuss the business where e-business is more effective than traditional commerce?

10.(a) Explain the characteristics of supply chain management?

Or

(b) What are the advantages and limitations of EDI?

11.(a) Explain traditional payment system and modern payment system?

Or

(b)Explain the benefits and objectives of cryptographic?

12.(a) Explain the importance of customer relationship management?

Or

(b) Discuss different levels of e-CRM?

13.(a) What is HTML?Explain briefly

Or

(b) Discuss general format of HTML program?