



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL
BBA Honours 4th Semester Examination, 2022

SEC2-BBA (405)

E-COMMERCE

Time Allotted: 2 Hours

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

Answer any two questions from the following

12×2 = 24

1. Discuss the various features of e-commerce. Explain the B2B and B2C business models of e-commerce.
2. What are the vulnerabilities in the e-commerce environment? Explain the major solutions to security issues in e-commerce.
3. Discuss the various methods of e-payments along with their advantages and disadvantages.
4. Explain the key components of e-commerce business models in brief. Explain the various elements required to implement e-commerce strategies.

GROUP-B

5. Answer any **four** questions:

6×4 = 24

- (a) Differentiate between e-commerce and e-business.
- (b) Discuss the features of financial online services.
- (c) Enumerate the steps to be taken to protect business networks.
- (d) State the acknowledgment of electronic records according to IT Act, 2000.
- (e) What are the merits and demerits of transacting online?
- (f) Write a brief report on how companies are using Instagram and Facebook as social e-commerce platforms.

GROUP-C

6. Answer any **four** questions:

3×4 = 12

- (a) Define computer networks according to IT Act, 2000.
- (b) Mention three benefits of electronic fund transfer.
- (c) What is a virtual mall?
- (d) What is a public key?
- (e) Write three elements of the worldwide web.
- (f) What are the benefits of mobile banking?

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