

D 50575

(Pages : 2)

Name.....

Reg. No.....

FIFTH SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2018

(CUCBCSS-UG)

Open Course

BBA VD 01—E-COMMERCE

Time : Two Hours

Maximum : 40 Marks

Part A

*Answer all questions.
Each question carries 1 mark.*

1. EDI stands for _____.
2. _____ is the science and technology of measuring and analyzing biological data.
3. Which of the following is not a feature of E- Commerce ?
 - (a) SCM.
 - (b) WWW.
 - (c) EDI.
 - (d) BPR.
4. SET stands for :
 - (a) Safe Electronic Transaction.
 - (b) Secure Electric Transaction.
 - (c) Secure Electronic Transaction.
 - (d) None of them.

(4 × 1 = 4 marks)

Part B

*Answer any five questions.
Each question carries 2 marks.*

5. Define E-Commerce.
6. What are the layers of e-commerce infrastructure ?
7. What is Supply Chain Management ?
8. What is B2E e-commerce ?
9. What is B2C e-commerce ?
10. What is smart card ?
11. 'Debit Cards are Pay Now cards', Why ?

(5 × 2 = 10 marks)

Turn over

Part C

*Answer any **four** questions.
Each question carries 4 marks.*

12. What are the salient features of E-Commerce ?
13. What are the benefits of EDI ?
14. What are the limitations of E-Commerce to consumers ?
15. What are the advantages of B2B ?
16. Explain the benefits of the Pre- Paid Payment system.
17. What are the properties of E-Cash ?

(4 × 4 = 16 marks)

Part D

*Answer any **one** question.
The question carries 10 marks.*

18. Explain the influencing factors of successful E-Commerce.
19. Explain the main security issues in online payment.

(1 × 10 = 10 marks)