

(Pages : 2)

Name.....

Reg. No.....

**FIFTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2023****B.B.A.****BBA 5D 02—E-COMMERCE****(2019 Admission onwards)**

: Two Hours

Maximum : 60 Mark

Part - A*Answer all questions.*

1. Define E- Business
2. What is C to C ?
3. What is Electronic Payment System ?
4. What is a Smart Card ?
5. What is Electronic Purse ?
6. What do you mean by E-Commerce infrastructure ?
7. Write a short note on Internet Marketing
8. What are the features of E-Commerce ?
9. What is Prepaid system ?
10. Explain the uses of ICT
11. What do you mean by E-Commerce Strategy ?
12. What is E-Cheque ?

(12 × 2 = 24, maximum ceiling 20 marks)

Part B

Answer all questions.

13. What are the benefits of E-Commerce ?
14. Discuss the features of B to B E-Commerce.
15. Explain the factors of successful e-commerce.
16. Differentiate prepaid and postpaid payment system.
17. What are the security issues in E-Commerce ?
18. Write a note on EDI.
19. What are the basic steps of an Online Payment ?

(7 × 5 = 35, Maximum Ceiling 30 marks)

Part C

Answer any one question.

20. What is EDI ? Discuss the features and importance of EDI.
21. Discuss the security issues on Electronic Payment System also discuss the solutions to Security issues.

(1 × 10 = 10 marks)