



VI Semester B.B.A. Examination, September 2020
(CBCS) (F+R)
(2016-17 and Onwards)
BUSINESS ADMINISTRATION
Paper – 6.2 : E-Business

Time : 3 Hours

Max. Marks : 70

Instruction : Answers should be written in **English only**.

SECTION – A

Answer **any 5** sub-questions. **Each correct** answer carries **2** marks. **(5×2=10)**

1. a) What is M – Commerce ?
- b) What is B2C in E-Business ?
- c) What are Web Auctions ?
- d) What is Transaction Fee Revenue Model ?
- e) What is Sales Revenue Model ?
- f) What is Electronic funds transfer ?
- g) What is a Malware ?

SECTION – B

Answer **any 3** questions. **Each correct** answer carries **6** marks. **(3×6=18)**

2. What are the disadvantages of E-Commerce ?
3. Explain the Business Revenue Models in E-Business.
4. What are the advantages of Viral Marketing ?
5. What are Firewalls ? Explain different types of Firewalls.
6. Explain the importance of CRM.



SECTION – C

Answer **any 3** questions. **Each correct** answer carries **14** marks.

(3×14=42)

7. Discuss the various tools used to protect the Web Server.
 8. Discuss the various types of Cyber crimes.
 9. What is Smartcard ? What are its advantages ?
 10. Discuss the Hardware and Software requirements for E-Commerce.
 11. What are the advantages and disadvantages of E-Payment System ?
-