

C 5404–A

B.B.A. (Three Year) DEGREE EXAMINATION, OCTOBER/NOVEMBER 2017.

End Semester Examination

Fifth Semester

(Regular/Supplementary)

E-COMMERCE

Time : 3 Hours

Max. Marks : 70

PART — A

Answer any FIVE of the following questions. **(5 × 4 = 20 Marks)**

1. Impact of electronic commerce.
2. e-marketing methods.
3. e-books.
4. Online testing.
5. e-retailing.
6. Credit card based electronic payment systems.
7. e-commerce Vs e-business.
8. Future trends in online education.

PART — B

Answer FIVE of the following questions. **(5 × 10 = 50 Marks)**

UNIT – I

9. (a) What is e-commerce? Explain its salient features.

Or

- (b) Write a brief note on B2B and B2C. Also state their essence.

UNIT – II

10. (a) What is ERP? Explain its basic elements and operation.

Or

- (b) What is e-marketing? Explain its advantages and dis-advantages.

Turn Over

UNIT – III

11. (a) Describe e-stock market. How e-stock market is directly useful to investors?
Or
(b) Explain e-tourism. In what way it is useful to local and international tourists?

UNIT – IV

12. (a) What is online education? Also list out major technologies used in e-education.
Or
(b) Explain the process and methods of online education.

UNIT – V

13. (a) Explain the application of mobile commerce.
Or
(b) Explain the working of Me-seva. Also state how to improve?
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