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VI Semester B.B.A. Examination, September/October 2023

(CBCS) (F+R)

MANAGEMENT/BUSINESS ADMINISTRATION

Paper 6.2 : E-Business

Time : 3 Hours

Max. Marks : 70

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

SECTION – A

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

1. a) Write the meaning of affiliate marketing.
- b) What is digital wallet ?
- c) Write any two features of E-Commerce.
- d) What do you mean by data encryption ?
- e) Write the meaning of web auction.
- f) Write any two cyber crimes in E-Business.
- g) What is data mining ?



SECTION – B

Answer **any three** questions. **Each** question carries **6** marks. **(3×6=18)**

2. Write the advantages of E-Commerce.
3. Discuss the uses of SSL protocol.
4. Explain the salient features of IT Act, 2000.
5. What are firewalls ? Explain the types of firewalls.
6. List out the risk involved in E-Payment system.

P.T.O.



SECTION – C

Answer **any 3** questions. **Each** question carries **14** marks. **(3×14=42)**

7. What is E-Business ? Write and explain the different E-Commerce business models.
8. Write the advantages and disadvantages of E-Payment systems in E-Business.
9. Discuss the various types of cyber crimes. Also explain about cyber security in E-Commerce.
10. Discuss the hardware and software requirements for E-Commerce.
11. Write a short note on :
 - a) Debit Cards
 - b) Credit Cards
 - c) UPI payments.

