PRESIDENCY UNIVERSITY
BENGALURU

SET A

SCHOOL OF MANAGEMENT
END TERM EXAMINATION - JAN 2024

Semester : Semester V - 2021
Course Code : BBA2013
Course Name : Fundamentals of E Commerce
Program : BBA

Date : 05-JAN-2024
Time : 1:00 PM - 4:00 PM
Max Marks : 100
Weightage : 50%

Instructions:
(i) Read all questions carefully and answer accordingly.
(ii) Question paper consists of 3 parts.
(iii) Scientific and non-programmable calculator are permitted.
(iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS   5 X 2M = 10M

1. Explain the term 'information selling on web'.

                                                (CO1) [Knowledge]

2. Explain the benefits and limitations of E-Commerce.

                                                (CO2) [Knowledge]

3. Write a brief note about the need for electronic payement system.

                                                (CO3) [Knowledge]

4. Define the concept of 'Proxy Server'.

                                                (CO4) [Knowledge]

5. Paraphrase the concept of 'Information collected at E-Commerce.'

                                                (CO5) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS   5 X 10M = 50M

6. Write a comprehensive note on E-Commerce, its benefits,scope & Limitation.

                                                (CO1) [Comprehension]

7. Write a comprehensive note on B2B (Business to Business) in E-Commerce with suitable exapmles.

                                                (CO2) [Comprehension]

8. "In summary, evaluate the overall impact of Electronic Data Interchange (EDI) on business communication and transactions. Reflect on its role in fostering efficiency, reducing costs, and adapting to the evolving needs of the digital business era."

(CO3) [Comprehension]

9. Explore different categories of threats that computer systems encounter, including malware, phishing, hacking, insider threats, and more.

(CO4) [Comprehension]

10. Explain the following terms in detail B2B, B2C,C2C,G2B & G2C with examples.

(CO5) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS   2 X 20M = 40M

11. "Consider a scenario where an e-commerce business grapples with the dilemma of collecting consumer data for business insights while respecting individual privacy rights. Explore the ethical considerations and decision-making processes.

(CO3) [Application]

12. Examine the importance of transparency in privacy policies in e-commerce. Present a scenario where a business revises its privacy policy and discuss the ethical considerations regarding clarity, openness, and ensuring customer understanding of data practices.

(CO5) [Application]