

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MANAGEMENT
MID TERM EXAMINATION - OCT 2023**

Semester : Semester V - 2021

Course Code : BBA2013

Course Name : Sem V - BBA2013 - Fundamentals of E Commerce

Program : BBA

Date : 31-OCT-2023

Time : 2:00PM - 3:30PM

Max Marks : 50

Weightage : 25%

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 2 = 10M)

1. Explain features of e-retailing (CO1) [Knowledge]
2. Define the term web enabled services (CO1) [Knowledge]
3. Explain Electronic Data Interchange. (CO1) [Knowledge]
4. What are the benefits and shortcomings of E-Commerce. (CO1) [Knowledge]
5. Define E-Commerce (CO1) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(2 X 10 = 20M)

6. Q. Explain the following terms in detail B2B, B2C, G2B & G2C with examples. (CO2) [Application]
7. Q. Summarize the concept of E-Services. Also state the various categories of e-services. (CO2) [Application]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

8. Articulate the concept of EDI with proper diagram.

(CO1) [Application]