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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Make-Up Examinations, July 2024**

**Semester**: V

**Course Code**: BBA2013

**Course Name**: Fundamental of E-Commerce

**Program** : BBA

**Date**: 01/ July / 2024

**Time**: 9.30AM -12.30 PM

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programmable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any FIVE Questions. (5 Q x 2 M = 10 M)**

1. Explain the benefits and limitations of E-Commerce. (C.O.No.1) [Remember]

2. Write a brief note about the need for electronic payment system. (C.O.No.1) [Remember]

3. Define the concept of 'Proxy Server'. (C.O.No.1) [Remember]

4. Explain the term ' Firewall' security in computer (C.O.No.1) [Remember]

5. Identify the major social and ethical issues in E-Commerce business (C.O.No.1 [Remember]

6. Sketch out the concept of architecture framework of e-commerce. (C.O.No.1) [Remember]

7. Paraphrase the concept of 'Information collected at E-Commerce.' (C.O.No.1) [Remember]

**Part B**

**Answer any FIVE Questions. (5 Q x 10 M = 50 M)**

8. Develop a comprehensive note on E-Commerce, its benefits, scope & Limitation (C.O.No.2) [Understand]

9. Memorize the concept of Electronic Data Interchange (EDI). Also state its various benefits and limitations. (C.O.No.3) [Understand]

10. Explain the differences between traditional retailing and e-retailing. (C.O. No 3) [Understand]

11. Summarize the concept of E-Services. Also state the various categories of e-services with proper examples. (C.O.No.2) [Understand]

12 Examining the concept of E-Entertainment. Also state the various examples associated with E-Entertainment industry. (C.O.No.3) [Understand]

13.Elaborate the following terms in detail B2B, B2C, C2C, G2B & G2C with examples. (C.O.No.3) [Understand]

14. State the key between traditional document of a purchase order v/s Edi document PO. (C.O.No.3) [Understand]

**Part C**

**Answer any TWO Questions. (2 Q x 20 M = 40 M)**

15. Analyze the ethical issues surrounding cybersecurity in e-commerce. Explore the challenges posed by online fraud and data breaches, and discuss the ethical obligations of e-commerce platforms to protect the security and integrity of customer information. (C.O.No.4) [Apply]

16. Asses 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. (C.O.No.5) [Apply]

17. Explore the various types of information that e-commerce businesses collect from users. Discuss customer data, transactional information, browsing behavior, and any other relevant categories. (C.O. No 5) [Apply]