BBQ/D-21   24017

FUNDAMENTALS OF E-COMMERCE

Paper–BBA-304

Time Allowed : 3 Hours]   [Maximum Marks : 80

Note :   Attempt **five** questions in all. Question No. **1** is compulsory. All questions carry equal marks.

Compulsory Question

1. Explain the following:

     (a)   E-commerce   3½

     (b)   Digital signature   2½

     (c)   C2C e-commerce.   2½

     (d)   Financial Electronic data interchange   2½

     (e)   Intelligent agents   2½

     (f)   Cyber risk management.   2½

2. Define e-commerce and its role in Service sector. Also discuss the threats that cropped up with e-commerce?   16

3. What are the pre-requisites and constituents of e-commerce? Explain the communications and collaborations involved in e-commerce.   16

4. Discuss the concept of firewall along with the components and benefits.   16

5. Which are the seven layers of OSI model? Explain the functions in brief.   16

6. What is Electronic Data interchange? Mention the four key requirements of EDI. How EDI does differs from electronic mail.   16

7. Discuss the following: 16

     (a)   Cryptography

     (b)   Applications of Electronic Data Interchange

8. Write notes on following: 16

    (a) Web based marketing

    (b) Digital payment gateways

    (c) Risk management with e-commerce

    (d) Electronic agreements.