PB-1446

[6225]-601
T.Y. B.B.A.
601 : ESSENTIALS OF E-COMMERCE
(2019 Pattern) (CBCS) (Semester - VI)

Time : 2½ Hours]   *[Max. Marks : 70*

Instructions to the candidates:
1) *All questions are compulsory.*
2) *Figures to the right indicate full marks.*
3) *Answers should be precise and to the point.*

Q1) **A)** **Multiple Choice Questions:**   **[5]**

i) _____ is concerned with the buying and selling information, products and services over computer communication networks.
   a) Commerce   b) E-Commerce
   c) E-Business   d) None of these

ii) Companies like Flipkart, Amazon and Myntra belong to which type of E-commerce segment.
   a) B2B   b) P2P
   c) B2C   d) C2B

iii) _____ is a form of currency that only holds value because of government enforcement.
   a) Crypto Currency   b) Code Currency
   c) Transaction Currency   d) FIAT Currency

iv) Compromising confidential information comes under_____.
   a) Threat   b) Bug
   c) Attack   d) Vulnerability

v) Which of the following is/are the type of SEO?
   a) White Hat   b) Black Hat
   c) Both a and b   d) None of the above

B) Match the pairs :   **[5]**

	Column 1		Column 2
i)	ATM fraud	a)	24/7 Assistance
ii)	Chatbots	b)	Whaling
iii)	Blog	c)	BHIM
iv)	Phishing	d)	Card Skimming
v)	UPI	e)	Online Journal

P.T.O.

C) **Answer in one sentence :** [5]
  i)   What is mean by EDI?
  ii) What is E-branding?
  iii) What is mean by Data Theft?
  iv) Explain the full form of PPC & AR?
  v)   What is mean by Mobile Hacking?

D) **Fill in the blanks :** [5]
  i)   _____ Hacking is the exploitation of vulnerabilities within the software, hardware and communication systems of automobiles.
  ii) _____ is an image recognition technology developed by Google.
  iii) A primary tool for brain scanning is_____.
  iv) _____ is the automation of an organization's procurement processes using web-based applications.
  v)   _____ is a global system of interconnected computer network.

Q2) Solve any 3 long questions (out of 5) : [3 × 10 = 30]
  a) Describe in details various E-Commerce Business models.
  b) What is SEO? Explain the types of SEO.
  c) Which are Modern Digital Payment methods? Explain with examples?
  d) What is phishing? How to protect from phishing?
  e) What is Content Marketing? Explain with its types.

Q3) Short Notes Question (4 out of 6) : [4 × 5 = 20]
  a) Extranet
  b) Website Designing
  c) E-Money
  d) IT Act 2000
  e) Social media crimes
  f) Crypto Currencies

▽ ▽ ▽ ▽