

Total No. of Questions : 3]

SEAT No. :

PD1424

[Total No. of Pages : 3

[6440]-801

T.Y. B.B.A.

601 : ESSENTIAL OF E-COMMERCE

(2019 Pattern) (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]

- a) _____ is concerned with the buying and selling information, products and services over computer communication networks.
 - i) Commerce
 - ii) E-commerce
 - iii) E-Business
 - iv) None of these
- b) Companies like Flipkart, Amazon and Myntra belong to which type of E-commerce segment.
 - i) B2B
 - ii) P2P
 - iii) B2C
 - iv) C2B
- c) _____ is a form of currency that only holds value because of government enforcement.
 - i) Crypto Currency
 - ii) Code Currency
 - iii) Transaction Currency
 - iv) FIAT Currency
- d) Compromising confidential information comes under _____.
 - i) Threat
 - ii) Bug
 - iii) Attack
 - iv) Vulnerability
- e) Which of the following is/are the type of SEO?
 - i) White Hat
 - ii) Black Hat
 - iii) Both (i) and (ii)
 - iv) None of the above

P.T.O.

B) Match the pairs. [5]

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

C) Answer in one sentence: [5]

- a) What is mean by EDI?
- b) What is E-branding?
- c) What is mean by Data Theft?
- d) Explain the full form of PPC & AR?
- e) What is mean by Mobile Hacking?

D) Fill in the blanks: [5]

- a) _____ Hacking is the exploitation of vulnerabilities within the software, hardware and communication systems of automobiles.
- b) _____ is an image recognition technology developed by Google.
- c) A primary tool for brain scanning is _____.
- d) _____ is the automation of an organization's procurement processes using web-based applications.
- e) _____ is a global system of interconnected computer network.

Q2) Solve any three 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 questions (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

