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BBA 6th Semester (N. S.) 2014-17

Examination – April, 2019

E-COMMERCE

Paper : BBAN-605

Time : Three Hours ]

[ Maximum Marks : 50

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

*Note* : All question of Section 'A' are compulsory. Attempt any *four* questions from Section 'B' selecting one question from each Unit.

**SECTION – A**

1. Write short notes on each of the following :

- (a) Advantages of credit card

- (b) Encryption
- (c) Digital signature
- (d) Brick and click businesses
- (e) Network Security

**SECTION - B**

**UNIT - I**

- 2. What do you mean by e-commerce ? What is its nature ? What are the advantages associated with transacting online ?
- 3. What are the different categories of e-commerce ? What all factors need to be kept in mind while planning to begin an online business ?

**UNIT - II**

- 4. Plastic money has gained huge significance in the recent times. Elucidate. Also point out different challenges posed by it.

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- 5. Explain the difference between debit and credit card. What are the different laws with regard to online transactions ?

**UNIT - III**

- 6. What do you mean by CAD and CAM ? How have they affected the growth of manufacturing businesses ?
- 7. Write a note on application of e-commerce in services sector. Also give supporting examples.

**UNIT - IV**

- 8. What are Virtual Organizations ? Explain the working, advantages and disadvantages of virtual organizations.
- 9. What factors need to be kept in mind while designing an e-commerce model for a middle level organization ?

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- (a) Caveat Vendor
- (b) Right to Safety
- (c) Consumer sovereignty
- (d) Complaint
- (e) Consumer awareness
- (f) Voluntary organization
- (g) Ethical advertising
- (h) Consumer information

### SECTION - B

#### UNIT - I

2. Explain the concept of consumer. Discuss various types of consumers. Explain consumer buying motives.

3. Discuss the doctrine of caveat emptor. Discuss various approaches to consumer protection. Why consumers need protection ?

#### UNIT - II

4. What is the Consumer Protection Act, 1986? Explain the structure and powers of state commission in detail.
5. Explain the procedure of filing a complaint in district forum. Who can file a complaint? What are the reliefs available under the act?

#### UNIT - III

6. What is competition act? Discuss its important provisions. How these provisions have helped in consumer protection?
7. Discuss the process of formation and registration of a voluntary consumer organization. Explain the role of media in spreading consumer awareness with examples.