QP Code: R253C002 | Reg. No | | | | | | | | | | | AR24

GANDHI INSTITUTE OF ENGINEERING AND TECHNOLOGY UNIVERSITY, ODISHA, GUNUPUR
(GIET UNIVERSITY)

B. B. A (Third Semester Regular & Supplementary) Examinations, Nov., 2025

23BBAPC23002 - E-Commerce

Time: 3 hrs | Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

PART – A **(2 x 10 = 20 Marks)**

Q.1. Answer ***ALL*** questions

		CO #	Blooms Level
a.	Define Electronic Catalogue.	CO1	K1
b.	What is Online Auctioning?	CO1	K1
c.	Mention any two advertisement methods used online.	CO2	K2
d.	Define Electronic Data Interchange (EDI).	CO3	K1
e.	What is the role of logistics in B2B E-Commerce?	CO3	K2
f.	State any two limitations of E-Commerce.	CO4	K2
g.	What is Electronic Funds Transfer (EFT)?	CO4	K1
h.	What is Business Social Networking?	CO5	K2
i.	Explain two Internet marketing tools.	CO2	K2
j.	What is Web 2.0 in social commerce context?	CO5	K2

PART – B **(8 x 5 = 40 Marks)**

Answer ***all*** the questions

		Marks	CO #	Blooms Level
2. a.	Discuss the benefits and limitations of E-Commerce to business and consumers.	8	CO1	K2
	(OR)			
b.	Explain the concept and importance of Electronic Stores and Malls.	8	CO1	K3
3.a.	Discuss the importance of online advertising and promotion strategies in B2C Commerce.	8	CO2	K3
	(OR)			
b.	Describe the stages in online consumer purchase decision process.	8	CO2	K3
4.a.	Explain the role of EDI and Electronic Supply Chain Management in B2B Commerce.	8	CO2	K3
	(OR)			
b.	Explain characteristics and benefits of B2B E-Commerce.	8	CO3	K3
5.a.	Describe security schemes used in electronic payment systems.	8	CO4	K3
	(OR)			
b.	Explain fraud detection mechanisms in online transactions.	8	CO4	K4
6.a.	Discuss mobile advertising strategies in E-Commerce.	8	CO5	K4
	(OR)			
b.	Discuss how social network advertising affects consumer behaviour.	8	CO5	K5

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