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## GIET UNIVERSITY, GUNUPUR – 765022

B. B. A (Third Semester) Examinations, December- 2022

### 21BBAPC23002 – 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

- a. State the features of E-Commerce.
- b. Highlight the advantages of Electronic Storefronts with examples.
- c. Explicate the categories of E-retailing.
- d. Write a short note on Shopbots with examples.
- e. Elucidate the concept of Customers-Centric Model of B2B.
- f. Discuss EDI process flow.
- g. What are the benefits of E-Payments?
- h. Write a short note on EFT.
- i. Elaborate the concept of M-Commerce.
- j. Write a short note on Virtual Cards with examples.

#### PART – B

(8 x 5 = 40 Marks)

Answer *ALL* the questions

Marks	CO #	Blooms Level
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|--|---|---|---|
| 2. a. Describe various types of E-Commerce in detail with suitable examples. | 8 | 1 | 1 |
| (OR)   |   |   |   |
| b. Explain the factors that make E-Mall a trending concept.                  | 8 | 1 | 1 |
| 3.a. Describe the factors of Electronic Retailing in detail.                 | 8 | 2 | 1 |
| (OR)   |   |   |   |
| b. Briefly explain Consumer Purchasing Decision Making Process.              | 8 | 2 | 3 |
| 4.a. Briefly discuss about characteristics of B2B.                           | 8 | 3 | 3 |
| (OR)   |   |   |   |
| b. Critically examine the Models of B2B.                                     | 8 | 3 | 5 |
| 5.a. Describe various types of Electronic Payments with suitable examples.   | 8 | 4 | 1 |
| (OR)   |   |   |   |
| b. Describe various types of EFT Payments with suitable examples.            | 8 | 4 | 1 |
| 6.a. Elucidate various Mobile Financial Applications in e-commerce .         | 8 | 5 | 1 |
| (OR)   |   |   |   |
| b. Highlight the Opportunities in Mobile Entertainment.                      | 8 | 5 | 1 |

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