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**GIET UNIVERSITY, GUNUPUR - 765022**  
**B. B. A (Third Semester) Examinations, December - 2023**  
**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

|   | CO # | Blooms Level |
|---|------|--------------|
| a. Define electronic market with examples.  | CO1  | L1           |
| b. What do you mean by RFQ system write it's usage?                                   | CO1  | L2           |
| c. Write the importance of business rating in e - tailing.                            | CO2  | L2           |
| d. How does Google determine which ad is shown in the search engine?                  | CO2  | L2           |
| e. Difference between supplier oriented market place and buyer oriented market place. | CO3  | L4           |
| f. Mention different components of EDI.   | CO3  | L2           |
| g. Differentiate between on-line storage and off-line Storage.                        | CO4  | L4           |
| h. Define UPI, NEFT, RTGS, IMPS.  | CO4  | L1           |
| i. Mention different types of mobile advertising.                                     | CO5  | L2           |
| j. Define WPAN technology.  | CO5  | L1           |

**PART – B****(8 x 5 = 40 Marks)**Answer **ALL** the questions

|  | Marks | CO # | Blooms Level |
|--|-------|------|--------------|
| 2. a. What are the types of fraud related to E auction? Write all the strategical issues faced in E auction. | 8     | CO1  | L1           |
| (OR)   |       |      |              |
| b. Discuss buying process in E-Commerce with proper diagram.   | 8     | CO1  | L2           |
| 3.a. What do you mean by online consumer behaviour and it's types?   | 8     | CO2  | L2           |
| (OR)   |       |      |              |
| b. Mention different purchase decision aids and describe its briefly.  | 8     | CO2  | L2           |
| 4.a. Define B2B E-Commerce. Write its characteristics with suitable example.                                 | 8     | CO3  | L1           |
| (OR)   |       |      |              |
| b. Explain different approaches of e-supply chain management.  | 8     | CO3  | L2           |
| 5.a. Write all the elements of EPS and write its advantages and disadvantages.                               | 8     | CO4  | L2           |
| (OR)   |       |      |              |
| b. Describe different types Electronic fund transfer.  | 8     | CO4  | L2           |
| 6.a. Write advantages disadvantages of M-Commerce.   | 8     | CO5  | L2           |
| (OR)   |       |      |              |
| b. Write in brief about few M-Commerce business model.   | 8     | CO5  | L1           |

--- End of Paper ---