

--	--	--	--	--	--	--	--	--	--



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

B. B. A (Third Semester) Examinations, November-2024

23BBAPC12002 – 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** questionsCO # Blooms
Level

- | | | |
|--|-----|----|
| a. Define E-market place and write it's components. | CO1 | K1 |
| b. Differentiate between drop shipping and warehousing. | CO1 | K1 |
| c. Define Escrow services. | CO2 | K1 |
| d. What do you mean by web advertising? | CO2 | K1 |
| e. Differentiate between supplier oriented market place and buyer oriented market place. | CO3 | K1 |
| f. Define e-distribution. | CO3 | K1 |
| g. What is payment Gateway? | CO4 | K2 |
| h. Define SSL. | CO4 | K1 |
| i. Mention some mobile banking applications. | CO5 | K2 |
| j. Define WPAN technology.. | CO5 | K1 |

PART – B**(8 x 5 = 40 Marks)**Answer **ALL** the questionsMarks CO # Blooms
Level

- | | | | |
|--|---|-----|----|
| 2. a. Define E-commerce. Discuss it's features and threats. | 8 | CO1 | K1 |
| (OR) | | | |
| b. Write the classification of E auction on the basis of participants. | 8 | CO1 | K2 |
| 3.a. Write the features, advantages and disadvantages of E-TAILING. | 8 | CO2 | K2 |
| (OR) | | | |
| b. Discuss online consumer behaviour model. | 8 | CO2 | K2 |
| 4.a. Explain B2B marketplace business models based on service industry. | 8 | CO3 | K2 |
| (OR) | | | |
| b. Design supply chain management for B2B E-commerce. | 8 | CO3 | K6 |
| 5.a. Write short note on secure electronic transaction protocol. | 8 | CO4 | K2 |
| (OR) | | | |
| b. Discuss secure electronic transaction protocol. Discuss its working. | 8 | CO4 | K6 |
| 6.a. Write all the drives of m-commerce with its Advantages and disadvantages. | 8 | CO5 | K2 |
| (OR) | | | |
| b. Write in brief about few M-commerce business model. | 8 | CO5 | K1 |

--- End of Paper ---