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VI Semester B.B.A. Examination, September/October 2022

(CBCS) (F+R) (2016 – 17 Onwards)

BUSINESS ADMINISTRATION

6.2 : E – Business

Time : 3 Hours

Max. Marks : 70

Instruction : Answer should be written in **English** only.

SECTION – A

1. Answer **any 5** sub-questions. **Each** correct answer carries **2** marks. **(5×2=10)**

- What is P2P model ?
- What do you mean by data encryption ?
- What is cyber law ?
- Give the meaning of Intellectual property.
- What is web auctions ?
- What is digital cash ?
- What is affiliate marketing ?

SECTION – B

Answer **any 3** questions. **Each** correct answer carries **6** marks. **(3×6=18)**

- What are the advantages of E-commerce ?
- Briefly explain the emerging trends in E-Business.
- What is Cryptography ? Explain in detail the cryptography methods.
- Compare and contrast B2B with B2C.
- What are firewalls ? Explain different types of Firewalls.

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SECTION - C

Answer **any 3** questions. **Each** correct answer carries **14** marks. **(3×14=42)**

7. What is Electronic payment system ? Explain the different types of electronic payment system.
8. What are smart cards ? What are its advantages ?
9. Explain the penalties and adjudication under I.T. Act, 2000.
10. What is CRM ? Explain the process and importance of CRM in brief.
11. Write a short notes on the following :
 - i) Virtual communities
 - ii) Mobile marketing
 - iii) B2B
 - iv) Web portal.

