

D 130033

(Pages : 2)

Name.....

Reg. No.....

**FIFTH SEMESTER (CBCSS—UG) / INTEGRATED PG DEGREE
EXAMINATION, NOVEMBER 2025**

B.B.A.

BBA 5D 02—E-COMMERCE

(2019 Syllabus)

Time : Two Hours

Maximum : 60 Marks

Part A*Answer all questions.*

1. Define E-Commerce.
2. What is meant by Supply Chain Management ?
3. What do you mean by encryption and decryption ?
4. What is a credit card ?
5. What is meant by biometrics ?
6. What is an E-Purse ?
7. What is an Antivirus Software ?
8. What do you mean by a digital signature ?
9. What is EDI ?
10. What do you mean by M-commerce ?
11. What is meant by an Electronic Payment System ?
12. What do you mean by Phishing ?

(12 × 2 = 24, Maximum Ceiling 20 marks)

Part B*Answer all questions.*

13. Distinguish between debit cards and credit cards.
14. Briefly explain the different types of biometrics.

Turn over

15. What are the various influencing factors of successful E-Commerce ?
16. List the differences between E-Commerce and traditional commerce.
17. Write a note on the importance or need for EDI.
18. What are the various limitations of E-Commerce ?
19. Briefly explain the prepaid and postpaid payment systems.

(7 × 5 = 35, Maximum Ceiling 30 Marks)

Part C

*Answer any **one** question.*

The question carries 10 marks.

20. Explain the various security issues associated with the Electronic Payment System. Also, list the solutions to these security issues.
21. What do you mean by an E-commerce business model ? Explain the important types of E-commerce models.

(1 × 10 = 10 marks)

D 130033-A

(Pages : 4)

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EXAMINATION, NOVEMBER 2025**

B.B.A.

BBA 5D 02—E-COMMERCE

(2019 Syllabus)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes**Total No. of Questions : 15****Maximum : 15 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 15.
2. The candidate should check that the question paper supplied to him/her contains all the 15 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BBA 5D 02—E-COMMERCE

(Multiple Choice Questions for SDE Candidates)

1. _____ is concerned with the buying and selling information, products and services over computer communication networks.
 - (A) Commerce.
 - (B) E-Commerce.
 - (C) E-Business.
 - (D) None of these.
2. _____ is essentially a business process that connects manufacturers, retailers, customers and suppliers in the form of a chain to develop and deliver products.
 - (A) E-commerce.
 - (B) EDI.
 - (C) SCM.
 - (D) Networking.
3. _____ is an approach to deliver information differentiated business values called services by combining the system and process generally called resources.
 - (A) E-business.
 - (B) E-commerce.
 - (C) Any of these.
 - (D) None.
4. _____ is a form of supply chain where a series of assembly operations are carried out to obtain the final product.
 - (A) Converging supply chain.
 - (B) Diverging supply chain.
 - (C) Any of these.
 - (D) None.
5. Which among the following is not a B2E application ?
 - (A) Online Insurance policy management.
 - (B) Online supply requests.
 - (C) Special employee offers.
 - (D) Locate application and tax forms
6. Which of the following is not an example for B2B e-commerce ?
 - (A) Sending and receiving orders.
 - (B) Invoice and shopping.
 - (C) All of these.
 - (D) None of these.

7. Among the alternate models of B2B e-commerce, _____ is the best means to obtain a competitive advantage in the Market place.
- (A) Process based. (B) Strategic relationship based.
(C) Transaction based. (D) Any of these.
8. Which among the following is not an user of B2C e-commerce ?
- (A) Manufacturers. (B) Distributors.
(C) Publishers. (D) None.
9. This is a protocol which allows files to be transferred from one computer to another computer :
- (A) TCP/IP. (B) FTP.
(C) HTTP. (D) None of these.
10. A _____ portal is a specialized entry point to a specific market place or industry niche.
- (A) Vertical portal. (B) Horizontal portal.
(C) Both of these. (D) None of these.
11. A portal that helps to establish relations and to conduct transactions between various organizations is termed as _____.
- (A) B2B portals. (B) C2C portals.
(C) Both of these. (D) None of these.
12. _____ is an example for a software that visits suggested pages and return the appropriate information to be indexed by the search Engine.
- (A) Robot. (B) Spiders.
(C) Ants. (D) All.
13. _____ ads take up the entire screen and are more powerful than banner ads.
- (A) Banner ads. (B) Floating ads.
(C) Interstitials. (D) Unicast ads.
14. _____ is the buying and selling of goods and services through wireless handled devices such as cellular phone and Personal Digital Assistants.
- (A) Mobile Commerce. (B) e-commerce.
(C) Both of these. (D) None of these.

Turn over

15. _____ facilitates transactions between buyer and sellers by providing comprehensive information and ancillary services, without being involved in the actual exchange of goods and services between the parties.
- (A) Metamediary. (B) Intermediary.
(C) Middlemen. (D) All of these.