

**TDC (CBCS) Odd Semester Exam., 2020
held in March, 2021**

BUSINESS ADMINISTRATION

(3rd Semester)

Course No. : BBASEC-301T

(E-Commerce)

Full Marks : 50

Pass Marks : 20

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

SECTION—A

Answer any *fifteen* questions : $1 \times 15 = 15$

1. What is meant by e-commerce?
2. Do e-commerce and e-business mean the same?
3. Mention one advantage of e-commerce.

4. Mention one disadvantage of e-commerce.
5. Define the term 'competitive strategy'.
6. What is B2B type of e-commerce?
7. Mention one difference between Internet and Intranet.
8. What is 'layered model' in Internet?
9. What is meant by extranet?
10. What is meant by World Wide Web?
11. Mention one advantage of extranet.
12. What is meant by ISP?
13. What is meant by cyberspace?
14. Mention the types of threats in cyberspace.
15. What is meant by security in cyberspace?

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16. Mention one example of fraud in cyberspace.
17. What is meant by communication channel in cyberspace?
18. What is meant by 'DOS attack'?
19. Write one benefit of B2B type of e-commerce.
20. What is meant by 'supply chain'?
21. What does B2B building block mean?
22. What is meant by 'EDI'?
23. Mention one benefit of EDI.
24. Mention one model of B2B type of e-commerce.
25. What is meant by e-retailing?
26. How does traditional retailing differ from e-retailing?

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27. Mention one benefit of e-retailing.
28. Mention one example of e-retailing in modern world.
29. What is meant by e-mail?
30. What is supplementary distribution channel?

SECTION—B

Answer any *five* questions : 2×5=10

31. Distinguish between e-commerce and e-business.
32. Define B2C type of e-commerce.
33. Discuss in brief the concept of Internet.
34. Mention two points of difference between Intranet and Extranet.
35. Discuss in brief about 'communication channel threat'.

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36. Explain in brief the term 'digital certificate'.
37. Mention two features of EDI.
38. Mention two companies adopting B2B type of e-commerce.
39. Explain the concept of consumer-oriented e-commerce.
40. Briefly outline the possible threats of e-retailing.

SECTION—C

Answer any *five* questions : 5×5=25

41. Discuss the concept of value chain in e-commerce.
42. Write a detailed note on porter's five forces model of competitive advantage.
43. Narrate the phases in the building and hosting a Web site.
44. Write a note on the Web promotion tools.

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45. Discuss different security threats associated with e-commerce.
46. Write a note on 'security tools'.
47. Elaborate relationships between B2B building blocks and supply chain management.
48. Discuss different B2B models and their functions.
49. Point out the key success of e-retailing in India.
50. Discuss different models of e-retailing.

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