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

MANAGEMENT/BUSINESS ADMINISTRATION

E -Business

(CBCS Scheme 2018 Repeaters)

Paper : 6.2

Time : 3 Hours

Maximum Marks : 70

*Instructions to Candidates:*

Answer should be written in english only.

**SECTION-A**

Answer any 5 sub - questions. Each carries 2 marks.

(5×2=10)

1. a. What is e-commerce?
- b. Give the meaning of firewall?
- c. What is a web browser?
- d. Name any four examples of B2B.
- e. Why trial balance is prepared?
- f. What is sales Revenue model?
- g. Write the meaning of Electronic fund transfer.

**SECTION - B**

Answer any 3 questions. Each carries 6 marks.

(3×6=18)

2. Explain the importance of CRM.
3. What are the advantages of viral marketing?
4. Discuss the uses of SSL protocol.
5. Write the different types of database systems.
6. Write a note on web auctions.

[P.T.O.]





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SECTION - C

(3×14=42)

Answer any 3 of the following questions. Each carries 14 marks.

7. What is smartcard? What are its advantages?
  8. Discuss the Hardware and Software requirements for e-commerce.
  9. Explain the different types of e-commerce model.
  10. Discuss the various types of cyber crimes.
  11. What is DBMS? Explain the characteristics of DBMS.
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