

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)**

**CLASS: BBA
BRANCH: BBA**

**SEMESTER : III
SESSION : MO/2023**

SUBJECT: MT206 E-COMMERCE

TIME: 3 Hours

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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		CO	BL
Q.1(a)	Discuss the impact of E-Commerce on Business. How does it differ from Traditional Commerce.?	[5] 1	2
Q.1(b)	What is the importance of EDI. Explain its various features.?	[5] 1	1
Q.2(a)	What is B2B E-Commerce. How does it differ from B2C E-Commerce.?	[5] 2	1
Q.2(b)	Discuss E-Commerce Strategy for promotion of goods and services.?	[5] 2	2
Q.3(a)	What is the purpose of a website. Differentiate static website and Dynamic Website ?	[5] 3	1
Q.3(b)	Discuss the major considerations in choosing a Web Server.?	[5] 3	2
Q.4(a)	Discuss the basic requirements of online payment systems.?	[5] 4	1
Q.4(b)	What is Encryption. Differentiate public key and private key cryptography.?	[5] 4	2
Q.5(a)	What is the need of E-Commerce Laws. Discuss the importance of Cyber Law.?	[5] 5	1
Q.5(b)	Explain the major provisions of INFORMATION TECHNOLOGY ACT 2000.?	[5] 5	2

::::::28/11/2023::::::E