

(Please write your Exam Roll No.

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01712001725

END TERM EXAMINATION

SECOND SEMESTER [BBA] MAY-JUNE 2026

Paper Code: BBA-112/BBA(B&I)-112
MBG-112

Subject: E-Commerce

(Batch-2024 Onwards)

Time: 3 Hours

Maximum Marks: 60

Note: Attempt all questions as directed. Internal choice is indicated.

Q1 Attempt any four of the following questions:

(4x5=20)

- (a) E-Commerce Models ✓
- (b) EFT and its role in E-Commerce ✓
- (c) E-Transition Challenges ✓
- (d) EPS and its types ✓
- (e) Encryption and Decryption in E-Commerce
- (f) E-Money and its role in E-Commerce
- (g) M-Commerce and its security benefits
- (h) Economic and Social considerations of M-Commerce

Q2 Discuss the emerging trends in E-Commerce with suitable examples? Also, highlight the Indian market readiness towards it? (10)

OR

Q3 Discuss the various emerging challenges of E-Commerce environment in modern times with suitable examples specifically in context to India? (10) ✓

Q4 Discuss the role of EPS in E-Commerce? Also, highlight related risks and barriers with suitable examples from business domain? (10)

OR

Q5 Discuss Infrastructural requirements of EPS with suitable examples? Also, highlight some of its technological issues and risks? (10)

Q6 Discuss the concept of E-Commerce security environment with suitable examples? Also, why the emerging technologies adoption is considered to be risky? (10)

OR

Q7 Discuss the current threats of E-Commerce security environment with suitable examples? Also, highlight its possible remedies, if any? (10)

Q8 Discuss the emerging technology roles in E-Commerce and M-Commerce with examples? Also, highlight some its applications? (10)

OR

Q9 Discuss the managerial issues in emerging technologies driven E-Commerce? Also, highlight the ethical and regulatory considerations with examples? (10)

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