



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL
BBA Honours 4th Semester Examination, 2023

SEC2-BBA (405)

E-COMMERCE

Time Allotted: 2 Hours

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

Answer any *two* questions from the following

12×2 = 24

1. Enumerate the advantages and disadvantages of online trading. Explain the various elements of the B2B business model. 6+6
2. Discuss the security requirements for Internet and E-commerce applications. How these security requirements are fulfilled by various hardware and software systems? 12
3. Explain the orientation and standardization required for e-payment businesses. 12
4. Explain the provisions under section 4, 5, 6 and 7 of IT Act, 2000 regarding electronic governance. 2+10

GROUP-B

5. Answer any *four* questions: 6×4 = 24
 - (a) State a few disadvantages of online money transactions. 6
 - (b) Differentiate between outsourcing and in-house development of a website. 6
 - (c) Explain in brief, what are digital signature certificates? 6
 - (d) State the vulnerabilities in an e-commerce environment. 6
 - (e) State the various benefits of e-tailing. 6
 - (f) Discuss the prospects of e-commerce applications in different industries. 6

GROUP-C

6. Answer any *four* questions: 3×4 = 12
 - (a) What is the prime function of a payment gateway? 3
 - (b) Define computer network according to IT Act, 2000. 3
 - (c) Describe the concept of e-commerce security. 3
 - (d) Define 'data' according to IT Act, 2000. 3
 - (e) Give three examples of UPI-based payment apps for mobile. 3
 - (f) Which e-commerce platform will you prefer for shopping— Amazon, or Flipkart? Explain. 3

—×—