

UNIVERSITY OF NORTH BENGAL

BBA Honours 4th Semester Examination, 2021

SEC1 (P2)-BBA (405)

E-COMMERCE

Full Marks: 60

ASSIGNMENT

The figures in the margin indicate full marks.

Candidates should answer in their own words and adhere to the word limit as practicable

$30 \times 2 = 60$ Answer any two of the following assignments 1. E-Commerce has created lots of opportunities along with many challenges when 30 we talk about on-line business. Justify the statement. 2. Discuss the different types of threats that are encountered in online business. 15+15State how policies, procedures and practices are to be designed to stop all those types of threats. 30 3. Although in the recent times people are using e-commerce sites for shopping, yet there is a question of 'trust' among many. Elaborately explain how to establish trust in e-commerce.

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