



CB – 418

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VI Semester B.B.A. Examination, August/September 2023
(CBCS) (2016-17 and Onwards) (Repeaters)
BUSINESS ADMINISTRATION
Paper – 6.2 : E-Business

Time : 3 Hours

Max. Marks : 70

Instruction : Answer should be written in **English** only.

SECTION – A

Answer **any 5** sub-questions. **Each** correct answer carries **2** marks : (5×2=10)

1. a) What is permission marketing ?
- b) What is "Phishing" ?
- c) Define E-commerce.
- d) What do you mean by accumulating balance ?
- e) What are digital valets ?
- f) What are fire walls ?
- g) What is Database Management System (DBMS) ?



SECTION – B

Answer **any 3** questions. **Each** correct answer carries **6** marks : (3×6=18)

2. Briefly explain the features of E-commerce.
3. How are client computers protected ?
4. Write a note on secure electronic transaction.
5. Briefly explain the various operations of database.
6. Write a note on cyber laws.

P.T.O.



SECTION – C

Answer **any 3** questions. **Each** correct answer carries **14** marks : **(3×14=42)**

7. What is web based marketing ? Explain its benefits in detail.
 8. Explain the types of E-payment systems.
 9. Bring out the features of Information Technology Act, 2000.
 10. State the advantages and disadvantages of E-commerce.
 11. Explain the various cryptography methods.
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