

(A4)

SARDAR PATEL UNIVERSITY
T.Y.B.B.A. (ISM) SEM - V EXAMINATION

Monday, 30 March 2015

10.30 A.M. to 12.30 P.M.

E-Commerce – I: UM05CBBS01

Maximum Marks: 60

Q.1

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| A. | Driving forces of E-COMMERCE. | 10 |
| B. | Explain four main categories of E-commerce | 5 |

OR

Q.1.

- | | | |
|----|--|----|
| A. | What is E-Commerce? Explain Benefits of E-Commerce and Limitations of E-Commerce for Business. | 10 |
| B. | Define: 1. Internet Protocols 2. Digital Signature 3. Domain Names
4. Authentication 5. digital certificate | 5 |

Q.2.

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|----|---|----|
| A. | What is Encryption? Explain Type of Encryption with figure. | 10 |
| B. | Explain note on Internet Client server Applications. | 5 |

OR

Q.2.

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|----|---|----|
| A. | Explain HTTP protocol with its method and features. | 10 |
| B. | Explain TCP/IP protocol. | 5 |

Q.3.

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| A. | What are Electric payments systems? Explain types of Electric payments systems. | 15 |
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OR

Q.3

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| A. | List of requirements to evaluate the electronic payment systems and also explain How credit card works? | 15 |
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Q.4.

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| A. | Explain Model of Consumer Behavior Online | 15 |
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OR

Q.4.

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| A. | Explain online market research process and how it's work. | 15 |
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