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SEAT No. _____

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SARDAR PATEL UNIVERSITY
 BBA(ISM) Examination (V Semester)
 Thursday, 1st November 2018
 10.00 AM – 12.00 PM
 E-Commerce – I (UM05CBBS01)

Total Marks: 60

- Q-1 A. What is E-Commerce? Explain benefits and limitations of E-Commerce. [15]
OR
- Q-1 A. What is E-commerce? Explain 4 main categories of E-Commerce. [8]
 B. Explain Driving forces of E-Commerce. [7]
- Q-2 A. Explain Digital Certificate and Digital Signature. [8]
 B. Write a short note on TCP-IP protocol. [7]
OR
- Q-2 A. Write a Short note on HTTP & Domain Name System. [8]
 B. What is Encryption? Explain types of Encryption. [7]
- Q-3 A. Write a short note on Electronic Fund transfer and Debit card system. [8]
 B. Explain Transaction certificate and time stamp. [7]
OR
- Q-3 A. What are Electronic payment systems? Explain types of electronic payment system. [15]
- Q-4 A. Explain Model of Consumer Behavior Online. [8]
 B. Explain Online market research process in detail [7]
OR
- Q-4 A. What is intelligent agent? Explain features of intelligent agent. [15]

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