

**BONAM VENKATA CHALAMAYYA INSTITUTE OF TECHNOLOGY & SCIENCE
(AUTONOMOUS)**

II - BBA I-Semester Supplementary Examinations (BR24), May - 2026

FUNDAMENTALS OF E-COMMERCE (BBA)

Time: 3 hours

Max. Marks: 70

*Question Paper consists of Part-A and Part-B
Answer **ALL** the question in **Part-A and Part-B***

PART-A (10X2 = 20M)

	Marks	CO	BL
1. a) What is web based E-Commerce Architecture?	(2M)	CO1	L1
b) Explain about Electronic Market?	(2M)	CO1	L2
c) Describe key success factors of E-Retailing?	(2M)	CO2	L2
d) Discuss the categories of E-Services?	(2M)	CO2	L2
e) Discuss about the benefits of EDI?	(2M)	CO3	L2
f) Explain EDI Communication?	(2M)	CO3	L2
g) What is firewall?	(2M)	CO4	L1
h) Describe Encryption?	(2M)	CO4	L2
i) What are the social issues in E-Commerce?	(2M)	CO5	L1
j) Explain about the concept of privacy?	(2M)	CO5	L2

PART-B (5X10 = 50M)

2a. Describe the important developments in information technology for the growth of E-Commerce?	5(M)	CO1	L2
b. Explain the importance of Architectural framework of Electronic Commerce?	5(M)	CO1	L2
(OR)			
3a. Define Electronic Market? Explain its scope?	5(M)	CO1	L1
b. Explain a generic framework for E-Commerce?	5(M)	CO1	L2
4a. Define E-Retailing? Explain models of E-Retailing?	5(M)	CO2	L1
b. Illustrate the concept of Entertainment?	5(M)	CO2	L3
(OR)			
5a. Define E-services? Give some examples of E-services?	5(M)	CO2	L1
b. Describe the concept of traditional retailing and its challenges?	5(M)	CO2	L2
6a. Define Electronic Payment systems? Explain its importance?	5(M)	CO3	L1
b. Explain about EDI Agreements?	5(M)	CO3	L2
(OR)			
7a. Discuss various Electronic Payment systems in E-Commerce?	5(M)	CO3	L2
b. What is Electronic Fund Transfer? Explain various methods for Electronic Funds Transfer?	5(M)	CO3	L1
8a. What is Network Security? Explain its importance in E-Commerce?	5(M)	CO4	L1

b.	What is Virus? Explain its effects on E-Commerce?	5(M)	CO4	L1
	(OR)			
9a.	How to protect a web server with Firewall? Explain?	5(M)	CO4	L1
b.	How does encryption helps in securing network communication?	5(M)	CO4	L1
10a	Explain major Ethical Dilemmas in online business?	5(M)	CO5	L2
b.	Describe the Political issues in E-Commerce?	5(M)	CO5	L3
	(OR)			
11a	Describe the types of intellectual property Protection and governance?	5(M)	CO5	L3
b.	Define Intellectual Property Rights? Explain how it can be protected?	5(M)	CO5	L1
