QP CODE: D2BBA2503		Reg. No	: ....
		Name	: ....

SECOND SEMESTER FYUGP EXAMINATION, APRIL 2026

(Regular - 2025 Admissions)

Discipline Specific Core (DSC) Courses - Minor

BBA2MN105 : E - BUSINESS STRATEGIES

(Credits: 4)

Time: 2 Hours | **Maximum Marks: 70**

Section A. Answer the following questions. Each carries 3 marks (Ceiling: 24 marks)

1.	List out the limitations of E Business.	BL2	CO1
2.	Mention the factors affecting E Business.	BL1	CO1
3.	What is B2G Model?	BL1	CO2
4.	What do you mean by sharing economy?	BL1	CO2
5.	Comment on competitive advantage of E-Commerce business.	BL1	CO1, CO2
6.	What is E-money?	BL2	CO3
7.	Comment on credit card.	BL2	CO3
8.	What is digital token based payment system?	BL2	CO3
9.	What do you mean by ransomware?	BL2	CO3
10.	Give a note on Digital Certificate.	BL2	CO3

Section B. Answer the following questions. Each carries 6 marks (Ceiling: 36 Marks)

11.	Explain the concept of virtual enterprises in E Business and explain its key characteristics.	BL2	CO1
12.	Define E Business. Explain the primary process involved in E Business.	BL2	CO1
13.	Explain the features of P2P business Model with a real business example.	BL4	CO2
14.	Describe the importance of Retailing in E-commerce.	BL2	CO2
15.	What are the advantages and disadvantages of Electronic Data Interchange?	BL2	CO1, CO3
16.	Discuss the key components of payment protocol.	BL2	CO3
17.	Evaluate the legal issues in E Commerce.	BL5	CO3
18.	Write a brief note on Indian E Commerce scenario.	BL1	CO3

Section C. Answer any one question. Each carries 10 marks (1 x 10 = 10 Marks)

19.	Explain the concept of E Business. Explain its process and features in detail.	BL2	CO1
20.	Explain the security issues in electronic payment systems.	BL2	CO3

CO : Course Outcome **BL : Bloom's Taxonomy Levels** (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)