SEAT No._____

[2 8A-4]

# Sardar Patel University

BBA(ISM) Examination (V Semester)

Friday, 17<sup>th</sup> November 2017

10.00 AM – 12.00 PM

UM05CBBS01 E-commerce-1

**Total Marks: 60**

| | | |
|---|---|---|
| Q1 | Explain the limitations and benefits of E-Commerce. | 15 |

**OR**

| | | |
|---|---|---|
| Q1 | What is E-Commerce? Explain driving forces of e-commerce. | 15 |

| | | |
|---|---|---|
| Q2 | Explain the following term in brief. | 15 |
| | 1. Domain name system | |
| | 2. Client Server Application | |

**OR**

| | | | |
|---|---|---|---|
| Q2 | A. | Explain the terms Digital Certificate and Digital Signature. | 08 |
| | B. | What is Protocol? Explain TCP-IP in detail. | 07 |
| Q3 | A. | Write a short note on Electronic fund transfer and debit card system on Internet. | 08 |
| | B. | Write a detail note on Transaction certificate and Time stamp. | 07 |

**OR**

| | | | |
|---|---|---|---|
| Q3 | A. | List of requirements to evaluate the electronic payment systems and also explain How credit card works? | 15 |
| Q4 | A. | Explain consumer decision making process. | 15 |

**OR**

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|---|---|---|---|
| Q4 | A. | What is intelligent agent? Explain features of intelligent agent. | 15 |

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