4/6/24

DOON UNIVERSITY, DEHRADUN
END SEMESTER EXAMINATION, 2024-2025
SCHOOL OF MANAGEMENT
PROGRAMME NAME: BBA -II
Course Code with Title: BAS151 E-Business (512211)

Time Allowed 2.00 Hours

Maximum Marks: 50

SECTION: A
Attempt all the questions (each carries 2 marks)

Q.1. The unique features of e-commerce technology are.................

Q.2. Community Provider B2C model refers to..............

Q.3. Social e-commerce refers to.................

Q.4. Transport Layer Security (TLS) is..............

Q.5. Encryption refers to....................

SECTION: B
Attempt all the questions (each carries 5 marks)

Q.1. What is e-commerce? How does it differ from e-business? Where does it intersect with e-business?

Q.2. What is Electronic Data Interchange (EDI)? Describe the Electronic Data Interchange (EDI) communication processes?

Q. 3. What is digital signature?

Q.4. What is good e-Commerce Security?

SECTION: C
Attempt any two questions (each carries 10 marks)

Q.1. What are symmetric and asymmetric cryptography? Describe the process of symmetric and asymmetric cryptography.

Q.2. What are the key pillars of the Digital India initiative, and how do they contribute to the vision of e-governance?

Q.3. What are the various types of cybersecurity threats that pose risks to e-commerce platforms?

Q.4. Write short notes on the following:

a) primary revenue models used by e-commerce firms.

b) Types of electronic payment systems