



K25U 2702

Reg. No. :

Name :

**V Semester B.A./B.A. Afsal-UI-Ulama/B.Sc./B.Com./B.T.T.M./B.B.A./
B.B.A. – T.T.M./B.B.A. – A.H./B.C.A./B.S.W./B.M.C. Degree (C.B.C.S.S. – O.B.E. –
Regular/Supplementary/Improvement) Examination, November 2025
(2019 to 2023 Admissions)
Generic Elective Course
5D03BBA/BBA(RTM) : E-COMMERCE**

Time : 2 Hours

Max. Marks : 20

PART – A

Answer **all** questions. **Each** question carries **1** mark.

1. What is e-commerce ?
2. Define the term 'digital market place'.
3. What is digital certificate ?
4. Why biometrics is used ?
5. Define M-Commerce.
6. Give an account of the challenges faced by C2C model of e-commerce. (6×1=6)

PART – B

Answer **any four** questions. **Each** question carries **2** marks.

7. Compare and contrast debit card and credit card.
8. Explain C2G e-commerce model.
9. What are the challenges of EFT ?
10. Discuss the terms – e-cash and e-cheque.

P.T.O.



11. Explain about the challenges faced by e-commerce.

12. Write a short note on IT Act 2000.

(4×2=8)

PART – C

Answer **any one** question, which carries **6** marks.

13. Explain the features, advantages and limitations of B2B and B2C models of e-commerce.

14. Explain the origin of e-commerce. Also explain the features of e-commerce.

(1×6=6)

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