



Dezyne École College

Bachelor of Business Administration (B.B.A.) Second Year- 3rd Semester

E-Commerce

Unit - I

1. Explain the meaning and concept of the Internet. How has it revolutionized commerce?
2. What is E-commerce? Explain its types with suitable examples.
3. Discuss the cost components involved in setting up and running an E-commerce business.
4. Explain the basic structure and types of E-markets. How do they benefit buyers and sellers?
5. Discuss the advantages and disadvantages of E-commerce for both sellers and buyers.
6. What are the key issues and challenges faced in E-business operations?
7. Differentiate between E-marketplace and traditional marketplace. Why is the E-marketplace growing rapidly?
8. Explain the need for E-commerce in the modern digital economy.
9. Describe the following E-business models with examples:
 - a) Shop Model
 - b) Membership Model
 - c) Market Portal Model
10. What is Online Marketing and Advertisement? Discuss its methods and significance in today's business world.
11. How do different business models work in the digital space? Compare their advantages.
12. Explain how E-commerce has changed the way business is done. Support with real-life examples.

Unit – II

1. Explain the concept of Business to Consumer (B2C) E-commerce. What are its key features and advantages? Give suitable examples.
2. What is an online catalog in E-commerce? Explain its importance in the buying process and how it helps customers make informed decisions.
3. Describe the functioning of an online ordering system. Discuss the steps involved from placing an order to final delivery.
4. Discuss in detail the current opportunities and challenges of E-commerce in India. Provide examples from recent developments.
5. What is post-sales service in E-commerce? Why is it important? Describe different types of post-sales services with examples.
6. Discuss the role of website design in enhancing the user experience and boosting E-commerce sales. Explain with any suitable design model.
7. Explain the principles of effective website design in the context of E-commerce. Why are these principles important for customer retention?
8. Define and differentiate between push and pull technology in E-commerce. Explain their applications with relevant examples.
9. How is email used in E-commerce for marketing, customer service, and order confirmation? Discuss its advantages.
10. Write a detailed note on how a well-structured online ordering system integrated with an online catalog can improve customer satisfaction.

Unit – III

1. Explain the special features of an electronic payment system.
2. Discuss the different types of electronic payment systems with suitable examples.
3. Describe the process and significance of development checks and bank transfers in e-payments.
4. Explain the concept of Electronic Data Interchange (EDI). How does it benefit business transactions?
5. Compare and contrast credit cards, debit cards, and ATM cards with examples.
6. Discuss in detail the concepts of e-cash and electronic purse. How are they different?
7. What are the benefits of using electronic payments for businesses and consumers?
8. What are the major risks associated with electronic payments? How can they be minimized?
9. Explain the concept of digital signature. How does it ensure security in online transactions?
10. Evaluate the role of banks in facilitating and securing electronic payment system.