

**BACHELOR OF BUSINESS ADMINISTRATION  
(RETAIL SERVICES)  
(BBARS)**

00300

**Term-End Examination**

**June, 2016**

**BRS-024 : E-RETAILING**

*Time : 3 hours*

*Maximum Marks : 100*

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**Note :** Attempt any *five* questions out of eight questions.  
Marks are given against the questions.

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1. Define E-Commerce. Explain different types of E-Commerce with suitable examples. Discuss the relationship between E-Commerce and Networking in terms of Internet, Intranet and Extranet. Give examples to show how E-Commerce is integrated. 5+5+10=20
  
2. Discuss the infrastructure requirement for E-Commerce implementation. How has E-Commerce brought about revolution in organized daily retail in India ? What are the prominent product categories shopped through E-Commerce ? 5+5+10=20

3. What is M-Commerce ? Discuss the concept of WAP and how it helps in mobile computing. Explain with the help of mobile computing architecture. 5+10+5=20
4. Explain the Supply Chain Management using E-Commerce platform in case of retail business. How is supply chain important in the success of E-Commerce framework adopted by any retail business ? Discuss various supply chain planning tools used to provide supply chain solutions to retail customers. 5+5+10=20
5. Discuss various models based on transaction party – B2B, B2C, C2B, C2C. Discuss the application of these business models for E-Commerce. 10+10=20
6. What is cryptography ? How are digital signatures obtained ? What are the agencies that issue digital signature certificates ? On what principles do digital signatures work ? 5+5+5+5=20
7. Identify the provisions of IT Act, 2000 for the legal transactions of E-Commerce in India. Are there any other cyber laws covering E-Commerce ? Discuss with examples. 20

8. Write short notes on any **four** of the following : **4×5=20**

- (a) Electronic Data Interchange (EDI)
  - (b) Data Warehousing
  - (c) Unified Payment System
  - (d) Virtual Private Network
  - (e) Advantages of Online Advertising
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