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1505E670

Candidate's Seat No : _____

BBA in AVI Sem.-4 Examination

BBAAV-117

E-Commerce in Service Industries

May-2025

Time : 2-30 Hours]

[Max. Marks : 70

Instructions:

- 1) Figures to the right indicate Full Marks.**
- 2) Do not write anything on the question paper.**
- 3) Do not use scientific calculator.**

1. What is the impact of E-Commerce on Market? **(14)**
2. Explain in detail "Types of E-PAYMENT systems". **(14)**

or

Which are the benefits and limitations of E-Commerce?

3. Explain in detail "E-Commerce opportunities and challenges for industries". **(14)**

or

Which are the functions of E-Commerce? and explain scope of the E-Commerce.

4. Explain in detail "Business to Consumer (B2C) Model. **(14)**

or

Explain in detail "Business to Business (B2B) Model.

5. Differentiate between Traditional Commerce and E-Commerce? **(14)**
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