

TRIBHUVAN UNIVERSITY
FACULTY OF MANAGEMENT
Office of the Dean
2017

Full Marks: 40
Time: 2 hrs.

BBM / Seventh Semester / ITC 311: E-Commerce

Candidates are required to answer all the questions in their own words as far as practicable.

Group “A”

Brief Answer Questions:

$[5 \times 1 = 5]$

1. What is ecommerce?
2. What is information super highway?
3. Define Digital signature.
4. Write use of Bluetooth.
5. Define social media.

Group “B”

Short Answer Questions:

$[5 \times 3 = 15]$

6. Explain B2B commerce.
7. List the benefits of ecommerce.
8. What do you mean by social factors of e-environment.
9. Explain importance of firewall for organizations.
10. Explain the importance of search engine for organizations.

Group “C”

Analytical Questions:

$[2 \times 10 = 20]$

11. Why is there threat of leaking message and data while doing online activities? How the threat can be reduced or eliminated?
12. Should organizations adopt online marketing strategies? Explain your position.

