

Satyug Darshan Institute of Engineering & Technology, Faridabad

Department of Management Studies

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Programme: BBA GEN	Year & Semester: III / Sem -VI
Course Name: E-Commerce	Course Code: BBA/GN/602
Prepared by: Ms. Shalaka. O. Tanwar	

Unit I

Short answer questions

Q.N.	Question	KL
1	Define e-commerce.	1
2	List the advantages of e-commerce.	1
3	Explain brick-and-click business model.	2
4	State the categories of e-commerce.	1
5	Define one-to-one enterprise.	1

Long answer questions

Q.N.	Question	KL
1	Explain the meaning, nature, and scope of e-commerce.	2
2	Discuss the planning of an online business.	2
3	Differentiate between pure online and brick-and-click businesses.	3
4	Explain the system development process for e-commerce.	2

Unit II

Short answer questions

Q.N.	Question	KL
1	Define middleware.	1
2	Define a payment gateway.	1
3	Define plastic money.	1
4	State tools for promoting a website.	1
5	Explain electronic payment systems.	2

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Long answer questions

Q.N.	Question	KL
1	Explain the IT infrastructure required for online business.	2
2	Discuss the online payment mechanism.	2
3	Explain the role of payment gateways in e-commerce.	2
4	Discuss laws relating to online transactions.	2
5	Explain website promotion tools and techniques.	2

Unit III

Short answer questions

Q.N.	Question	KL
1	State e-commerce applications in manufacturing.	1
2	Explain e-commerce in retail	2
3	Define service sector e-commerce.	1
4	Explain a B2B application.	2
5	Explain a B2C application.	2

Long answer questions

Q.N.	Question	KL
1	Explain e-commerce applications in the manufacturing sector.	2
2	Discuss the role of e-commerce in wholesale and retail trade.	2
3	Explain service sector applications of e-commerce.	2
4	Describe the benefits of e-commerce applications.	2
5	Identify the challenges in implementing e-commerce applications.	2

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Unit IV

Short answer questions

Q.N.	Question	KL
1	Define a virtual organization.	1
2	Explain digital signature.	2
3	Define data encryption.	1
4	Explain network security.	2

Long answer questions

Q.N.	Question	KL
1	Discuss the advantages and pitfalls of virtual organizations.	2
2	Explain the concept and working of virtual organizations.	2