

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

Term-End Examination

June, 2015

00085

BRS-024 : E-RETAILING

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions. All questions carry equal marks.

1. (a) What are the various advantages and disadvantages of E-commerce ?
(b) Distinguish between Internet, Extranet and Intranet. 10+10=20

2. How is E-commerce different from M-commerce ? What factors are required to be considered before proceeding for E-commerce or M-commerce ? 20

3. Explain various important decisions to be taken for developing an E-Retail Model for the following : 20
 - (a) E-advertisement
 - (b) Supply Chain Portal
 - (c) E-logistics
 - (d) E-payment

4. (a) Describe the various categories of E-commerce according to the type of buyers and sellers in the transaction.
- (b) Briefly explain the steps involved in starting an on-line business. $10+10=20$
5. Explain the various properties of money transfer that are addressed by ACID test and ICES test. 20
6. Discuss the various types of risks involved in E-retail. Explain the important measures which can help in avoiding such risks. 20
7. (a) What is the difference between Public and Private key cryptography ?
- (b) Distinguish between Real Time, Batch Processing and Online systems. $10+10=20$
8. Write short notes on any *four* of the following : $4 \times 5 = 20$
- (a) Electronic Data Interchange (EDI)
 - (b) Digital Signature
 - (c) WAP
 - (d) Biometrics
 - (e) Client-Server Architecture
 - (f) C2C
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