



K-3558

B. B. A. (Sem. III) Examination
October / November - 2012
Computer Application : Paper - III

Time : 3 Hours]

[Total Marks : 70

Instructions :

1.

नीचे दशांशिक निशानीवाणी विगतो उत्तरवही पर अवश्य लખवी.
Fillup strictly the details of signs on your answer book.

Name of the Examination :
B. B. A. (SEM. 3)

Name of the Subject :
COMPUTER APPLICATION : PAPER - 3

Subject Code No. : 3 5 5 8 Section No. (1, 2,.....): Nil

Seat No. :

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Student's Signature

- All questions are compulsory.
- Figures to the right indicate full marks of the question.

1 Explain Following in Brief. (Any Seven)

14

- What is B2C? Give two examples.
- What is Internet?
- What is e-wallet?
- Name two popular Social Networking Websites.
- What is Broadcasting Network?
- Define Server.
- What do you mean by Shopping Cart?
- What is Web- browser?

2 a. How Intranet is different from Extranet?

07

b. Explain uses of Internet in various fields.

07

OR

2 a. What are B2B, B2G and C2C transactions? Explain with example.

07

b. Explain Connecting Devices in detail.

07

3 a. What is Network? Explain various type of Network in detail. Also mention difference among them

07

b. Explain various benefits of E-Commerce in detail.

07

OR

3 Explain various e-payment methods in detail.

14

- 4 a. Explain Network Topologies in detail. 07
 b. Explain components of Supply Chain in detail. 07

OR

- 4 a. Explain Homepage, Webpage, Website and URL in detail. 07
 b. Reasons for Growth of E-Commerce in India. 07

5 Explain Following in Detail. (Any Two) 14

- 10 a. Traditional Commerce V/S E-Commerce. (Time : 3 Hours)
 b. Marketing Strategies of E-Commerce. (Instructions :
 c. Electronic Data Interchange.

Seat No. _____

Name of the Candidate: _____

B. B. A. (SEM 3)

Name of the Subject: _____

COMPUTER APPLICATION : PAPER - 3

Subject Code No. 3 8 8 3 1

Section No. (1, 2, 3) III

Student's Signature _____

2. All questions are compulsory.
 3. Figures to the right indicate full marks of the question.

14 1 Explain Following in Brief (Any Seven)

- a. What is B2C? Give two examples.
 b. What is Internet?
 c. What is e-wallet?
 d. Name two popular Social Networking Websites.
 e. What is Broadcasting Network?
 f. Define Server.
 g. What do you mean by Shopping Cart?
 h. What is Web-browser?

- 2 a. How Internet is different from Extranet? 07
 b. Explain uses of Internet in various fields. 07

OR

- 3 a. What are B2B, B2G and C2C transactions? Explain with example. 07
 b. Explain Connecting Devices in detail. 07

- 3 a. What is Network? Explain various type of Network in detail. Also mention difference among them. 07
 b. Explain various benefits of E-Commerce in detail. 07

OR

3 Explain various e-payment methods in detail. 14