



UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program / Eighth Semester – Spring 2022

Paper: E-Commerce

Course Code: BBA-411

Roll No.

Time: 3 Hrs. Marks: 60

THE ANSWERS MUST BE ATTEMPTED ON THE ANSWER SHEET PROVIDED

Q.1. Answer the following short questions.

(6x5=30)

1. What is electronic shopping cart?
2. What are the E-Commerce Security Threats?
3. What are two main advantages of e-commerce?
4. What are the main types of e-payments?
5. How any business can expand using E-commerce?
6. What are the advantages of B2B e-commerce?

Q.2. Answer the following Questions.

(3x10=30)

- 1 What is internet security? State the functions of firewall in ecommerce
- 2 Do a comparative analysis between traditional commerce and E-commerce?
- 3 Differentiate internet and WWW? Describe the way in which the growth of internet and WWW has stimulated the emergence of e-commerce.