

Mid-West University
Examinations Management Office
Birendranagar, Surkhet
End Semester (Alternative/Physical) Examination-2078
Bachelor of Business Administration (BBA)
Semester - IV

Subject: E-Commerce

Course Code: MGT 344

Full Marks: 50 Pass Marks: 25

Time: 3:00 Hours

You are required to answer in your own words as far as applicable.

Attempt all of the following Questions:

5×10=50

1. What is ecommerce? What are the features that differentiate it from traditional commerce? Take an example of any one ecommerce site in Nepal. Analyze what its technical and non technical limitations are.
2. What is Just in Time Delivery? Why do you think it is very important in B2B Business? How does Pay Per Click Advertising work?
3. Define the online banking and electronic payment. How is the online banking emerging in the context of Nepal?

OR

In the present context of Nepal, why do you think multi-channel ECRM can have a positive impact on business? Explain.

4. What is PPC Campaign Management? Explain PPC campaign management process with examples.
5. Consider any one e-commerce business in Nepal. Explain how it is benefitting to organizations, customers and society.

OR

What is credit card? How does SET work while you are doing any online credit card transactions?

The End