

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)(071)/
BBA IN SPORTS MANAGEMENT (472)
EXAMINATION: MAY - 2025
SEMESTER - III
Sub.: E Commerce (BBA22-315)

Total Marks : 60

Time: 2.00 pm to 4.30pm

Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q. 1. Choose the most appropriate option. (05)

1. What does E-commerce stand for?
 - a) Electronic Commerce
 - b) Electronic Communication
 - c) Easy Commerce
 - d) Economic Commerce
2. Which of the following is an example of an electronic payment system?
 - a) Cash on Delivery
 - b) Debit/Credit Cards
 - c) Paper Checks
 - d) Barter Exchange
3. Which social media platform is primarily used for professional networking?
 - a) Instagram
 - b) LinkedIn
 - c) TikTok
 - d) Snapchat
4. Which law protects online consumers from fraud?
 - a) Cybercrime Law
 - b) Consumer Protection Law
 - c) Environmental Law
 - d) Criminal Law
5. Which of the following is NOT an emerging technology in E-commerce?
 - a) AI-powered chatbots
 - b) Manual bookkeeping
 - c) Blockchain-based transactions
 - d) Augmented Reality (AR) shopping experiences

Q. 2. State True / False (05)

- The evolution of e-commerce has significantly reduced the need for physical stores.
a) True b) False
- Security in online payments is not necessary as transactions are always safe
a) True b) False
- SEO (Search Engine Optimization) helps improve website visibility in search results.
a) True b) False
- E-commerce businesses do not need to follow ethical practices
a) True b) False
- Cryptocurrency is the only form of online payment available today.
a) True b) False

Q. 3. Write Short notes on (Any Three) (15)

1. Definition and scope of e-commerce
2. Online payment gateways
3. Pay-per-click advertising (PPC)
4. Online consumer protection
5. Crypto currencies in e-commerce

Q. 4. Answer in detail (Any Two) (20)

1. Explain different types of e-commerce business models with suitable examples.
2. Describe the various types of electronic payment systems and their advantages.
3. Analyze the impact of social media marketing and influencer marketing on e-commerce businesses.
4. What are the ethical considerations in e-commerce ? and explain the importance of responsible business practices.

Q. 5. Case study (15)

XYZ Clothing, a small fashion brand, wanted to increase its online sales and brand awareness. Instead of relying on traditional advertising, the company decided to invest in **social media marketing**. They partnered with popular fashion influencers on Instagram and TikTok, who showcased XYZ Clothing's latest collection through engaging posts and short videos.

To attract more customers, XYZ Clothing also ran **targeted ads** on Facebook and Instagram, offering exclusive discounts to users who engaged with their posts. Within a month, their website traffic doubled, and sales increased by 40%. However, some customers complained that the product images on social media looked different from the actual items received. The company faced backlash, and some negative reviews went viral.

Questions:

1. How did XYZ Clothing use social media marketing to boost sales?
 2. What are the advantages and risks of influencer marketing in e-commerce?
 3. How can XYZ Clothing address customer concerns and improve trust in their social media marketing campaigns?
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