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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)(071)
EXAMINATION: DECEMBER - 2025
SEMESTER - III

Sub.: E Commerce (BBA22-315)

Date : 23/12/2025

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)

- Which of the following is an example of a B2C (Business to Consumer) e-commerce model
1. a) A company selling products to other businesses
 b) An online retail store selling products to individual consumers
 c) A government agency selling services to businesses
 d) A company providing a marketplace for peer-to-peer transactions
 2. Which of the following is a key feature of digital wallets in e-commerce
 a) They allow consumers to physically carry cash
 b) They offer a secure, encrypted method for making online payments
 c) They are only used for crypto currency transactions
 d) They do not require an internet connection for transactions
 3. Technology allows businesses to offer interactive, 3D shopping experiences in e-commerce
 a) Artificial Intelligence
 b) Block chain
 c) Virtual Reality (VR)
 d) Digital Payment Systems
 4. Which of the following is an example of an online payment gateway
 a) PayPal
 b) Google Chrome
 c) Instagram
 d) Amazon Prime
 5. Core consideration when implementing SEO for an e-commerce site
 a) Minimizing the product
 b) Using keywords that match user search queries
 c) Restricting product reviews
 d) Limiting social media presence

Q. 2. State True / False (05)

1. E-commerce transactions are only limited to physical goods and products.
 a) True
 b) False
2. Block chain technology has no impact on the security and transparency of e-commerce transactions
 a) True
 b) False
3. Pay-per-click advertising (PPC) guarantees immediate, organic traffic to a website.
 a) True
 b) False
4. Digital wallets are always linked to a physical credit card or bank account.
 a) True
 b) False
5. Artificial Intelligence can be used in e-commerce to personalize shopping experiences for individual customers
 a) True
 b) False

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

1. E-commerce Business Models
2. Online Payment Gateways
3. Search Engine Optimization (SEO)
4. Intellectual Property Rights in E-commerce
5. Social Media Marketing in E-commerce

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

1. Discuss the evolution of e-commerce and its importance in today's global economy.
2. Examine the different types of electronic payment systems used in e
3. Analyze the ethical and legal issues surrounding e
4. Evaluate the impact of emerging technologies like Virtual Reality (VR) and Augmented Reality (AR) on e-commerce businesses

Q. 5. Case study (15)

ABC Electronics is a well-established e-commerce company that sells consumer electronics, ranging from smart phones and laptops to home appliances. The company, originally launched as a small online store, has grown to serve customers globally. As the online retail space has become more competitive, ABC Electronics has made several key investments in emerging technologies to enhance its market position. Recently, ABC Electronics upgraded its website and integrated several advanced features to improve the shopping experience for its customers.

Technological Integrations:

1. **Artificial Intelligence (AI) for Personalized Recommendations:**
ABC Electronics has implemented AI-driven algorithms to personalize product recommendations for users. By analyzing user behavior, past purchases, and browsing history, the AI system suggests products that are more likely to appeal to each individual customer. The company believes this will increase sales by offering a tailored shopping experience.
2. **Block chain Technology for Payment Security:**
To ensure the security and transparency of its online transactions, ABC Electronics has incorporated block chain technology into its payment system. Block chain ensures that all transactions are securely recorded, which helps prevent fraud and provides customers with confidence in the safety of their online purchases. Additionally, the company is exploring the integration of crypto currency payment options.
3. **Virtual Reality (VR) for Product Experiences:**
In an effort to enhance customer engagement, ABC Electronics has introduced a virtual reality (VR) feature on its website. Customers can now experience products in 3D before making a purchase. For example, users can view how a TV would look in their living room or virtually "try on" a pair of headphones to assess fit and comfort. This interactive feature is expected to increase customer satisfaction and reduce return rates.

Challenges: While these technologies offer exciting opportunities, ABC Electronics faces several challenges:

1. **Cost of Implementation:** Integrating AI, block chain, and VR technologies into their existing systems required significant investment. The company must carefully monitor ROI (return on investment) to ensure these technologies provide long-term value.
2. **Customer Adoption:** Not all customers are familiar with or comfortable using emerging technologies like VR or crypto currencies. ABC Electronics has been working on educating customers about the benefits of these new features and providing customer support for those unfamiliar with the systems.
3. **Security Concerns:** Despite the advantages of block chain for transaction security, ABC Electronics must ensure that its entire e-commerce ecosystem (including website, payment gateways, and customer data) is secured against potential cyber threats.

Questions:

1. How can AI-based personalized recommendations improve customer engagement and sales for ABC Electronics?
2. What are the potential advantages and challenges of using block chain technology in ABC Electronics' payment system?
3. How could the integration of Virtual Reality (VR) help ABC Electronics differentiate itself from competitors in the e-commerce space?