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**BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)**  
**EXAMINATION : DECEMBER - 2023**  
**SEMESTER - VI**

**Sub. : Introduction to E-business (BBA15-IT 614)**

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**Date : 23/12/2023**

**Total Marks : 60**

**Time: 10.00am to 12.30pm**

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- Instructions:** 1) All questions are compulsory.  
2) Figures to the right indicate full marks.
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**Q. 1. Choose the most appropriate option.**

**(05)**

1. Which of the following is a disadvantage of e-commerce for small businesses?
  - a) Increased visibility
  - b) Reduced marketing costs
  - c) Limited access to customer data
  - d) Increased competition
2. Which segment E-Bay belongs to?
  - a) B to B
  - b) B to C
  - c) C to B
  - d) C to C
3. What is a payment gateway?
  - a) A website where customers can make payments
  - b) A software application that processes payments
  - c) A physical location where payments are accepted
  - d) A bank that provides payment services
4. What is a digital product?
  - a) A physical product that is sold online
  - b) A product that is delivered electronically
  - c) A product that is only available in certain regions
  - d) A product that is not available for purchase online
5. What is a product review?
  - a) A type of customer service technique
  - b) A type of payment processor
  - c) A list of products that are currently on sale
  - d) A customer's written evaluation of a product's quality

**Q. 2. State True / False**

**(05)**

1. A shopping cart is a virtual cart used for shopping online.
  - a) True
  - b) False
2. A detailed written description of a product's features and benefits is called as product description.
  - a) True
  - b) False
3. A shipping policy is a set of rules and procedures that outline how products are shipped to customers.
  - a) True
  - b) False
4. E-Business stands for Electrical Business.
  - a) True
  - b) False
5. A label affixed to a package that includes shipping information such as the recipient's address and tracking number is called shipping label.
  - a) True
  - b) False

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

1. CRM
2. Legal Aspects of E Business.
3. Advantages of Internet publishing.
4. Electronic catalogues.
5. SCM

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

1. Explain EDI in detail.
2. What are the limitations of e-commerce?
3. Explain the applications of E-Business.
4. Describe the advantages of E-CRM

**Q. 5. Case study (15)**

Internet commerce raises legal issues through the provision of the following services:

- Online marketing
- Online retailing ordering of products and services
- Financial services such as banking and trading in securities.
- Exchange of electronic messages and documents
- EDI, electronic filing, remote employee access, electronic transactions.

Trade and commerce over the Internet give rise to several legal issues as given below.

Copyright and the Internet

Copyright developed in the printed world to protect the economic interests of creative writers. Copyright law protects only the expression of an idea and idea itself. In due course it protects the originality of artists and innovators too. In recent times, however, the subject matter of copyright has further expanded. For example, the Copyright Designs and Patent Act, 1988 in the UK, allows protection of the following subject matter: Original literary, dramatic, musical and artistic works; the typographical arrangement of published editions of literary, dramatic or musical works; sound recordings; broadcasts; cable programs These have been broadly classified into two groups as 'author works' and 'media works' by Hector L. Macqueen. The multimedia capability of websites enables all types of work to be 'published' on the Internet in the sense that copies can be distributed to users/customers. The problems, however, is that unlike a paper copy, this copy can be readily duplicated and distributed further by the recipient. If the material is in the public domain there are no difficulties. But the copyright law applies to the downloaded matter, much the same way it applies to physical copies.

The Internet allows anyone to set up a Website anywhere in the world. Its location could, however, be interpreted to decide the jurisdiction of disputes especially in EC. A Website may accept orders from visitors to the site as part of an Internet store or a shopping mall. For example, amazon.com is a bookstore retailing books. A court law may rule that the location of the Website determines the jurisdiction for that business. This is based on accepted legal practice. Jurisdiction determines which laws would be acceptable. EC on the Internet will grow if the parties doing business know what rules will govern what rules govern their activities.

The growth of EC on the Internet depends to a large extent on the confidence of traders in forming legally enforceable contracts online. The key activities associated with the formation of an enforceable contract do take place on the Internet, viz. offer is communicated by the acceptor and acceptance is received by the offer or from the acceptor. An offer can be communicated orally or in writing; and in the EC environment through E-mail, Eform is valid, much the same way a fax message is. The offer or can display terms and conditions as a legal notice, on his website. Visitor to the site, who chooses to proceed further, even after reading the notice, may be constructed as accepting the conditions imposed by it. However, the timing of the acceptance offer determines when the contract is formed. In this case the E-mail of acceptance has to reach the offer or who may say that the contract will be legal only after its receipt (in his notice placed on the Website). Legal issues

are manifold. Whether it is EDI over VANs or EC over the Internet the primary concern of users is the existence and enforceability of appropriate laws for EC. 'N case of dispute, electronic document must be acceptable as legal evidence in courts of law. While the problems of acceptance of and confidence in electronic transactions are there, they are not insurmountable. There is sufficient awareness in, and synergy of action among trade, legal and EC technology communities to make EC happen through appropriate developments in their respective areas.

There are various standards pertaining to the security aspects of enterprises. Some of them are ISO 17799 (Information technology – Code of practice for information security management) (ISO/IEC 2000), SSE-CMM (Systems security engineering – Capability maturity model) (SSE-CMM 2003) and COBIT (Control objectives for information and related technology) (COBIT 2000). ISO 17799 provides detailed guidelines on how a management framework for enterprise security should be implemented. It conceives ten security domains. Under each domain there are certain security objectives to be fulfilled. Each objective can be attained by a number of controls. The controls may prescribe management measures like guidelines and procedures, or some security infrastructure in the form of tools and techniques. It details various methods that can be followed by enterprises to meet security needs for e- commerce. It talks about the need for security policies, security infrastructure, and continuous testing in the same manner as has been detailed above.

The main objective of the COBIT is the development of clear policies and good practices for security and control in IT for worldwide endorsement by commercial, governmental and professional organizations. The SSE-CMM is a process reference model. It is focused upon the requirements for implementing security in a system or series of related systems that are in the Information Technology Security domain.

**Answer the following.**

1. What are the issues related to jurisdiction?
2. Write a note on copyright and the Internet.
3. Describe the various standards pertaining to the security aspects of enterprises.