

College Name: _____

Seat No: _____ Student's Name: _____

Copy No: _____

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION DECEMBER 2017; AFFILIATED COLLEGES
COMPUTER APPLICATION TO BUSINESS; BA (H)–561
BBA – V**

Date: January 15, 2018

Max Time: 2 Hrs

Max Marks: 40

INSTRUCTIONS:

- 1. Attempt any 4 questions with relevant points. Do not write anything on the question paper. EXCEPT the initials mentioned above.**
- 2. Mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

Q1 What are the impacts of E-Commerce in business? Enlist major issues and security challenges?

Q2 a) Define comparison functionalities between the digital enterprise and Brick-and-Mortar Company.

b) Describe various types of e-auctions.

Q3 a) What do meant by Explain cyber marketing?

b) Describe how the financial payments are made in e-Commerce?

Q4 Write down brief description on the followings with examples:

a) Web Analytics b) Web Hosting c) e-Procurement d) eBay

Q5 Differentiate distinguishing points between (any Two) the followings:

- a) Website and Web Portal
- b) B2B Model and S2S e-Commerce Model
- c) Disintermediation and Re-intermediation

END OF SUBJECTIVE PAPER