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Reg. No.

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VI Semester B.B.A. Degree Examination, August/September - 2023

BUSINESS ADMINISTRATION

Information Technology for Business - II

(CBCS Freshers and Repeaters Regular Scheme)

Paper : 6.4



Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates :

All Answers should be written in English only.

SECTION - A

Answer any Five Sub-questions. Each Sub-question Carries 2 Marks.

(5×2=10)

1. a) Define extranet.
- b) What do you mean by Smart Card?
- c) What is an affiliate marketing? Give an example.
- d) Give the meaning of e - commerce.
- e) What is meant by e - banking ?
- f) Give the meaning of search engine marketing.
- g) What is an online social network?

SECTION - B

Answer any Three questions. Each question Carries 5 marks.

(3×5=15)

2. Briefly explain the steps in electronic Commerce.
3. Explain the types of credit cards.
4. Examine the merits and demerits of e - mail marketing.
5. Briefly explain the features of google drive.

[P.T.O.]

**SECTION - C**

Answer any **Three** questions. **Each** question carries 15 marks.

(3×15=45)

6. Explain the technologies of social network and also future of social networks.
 7. Discuss in detail the steps involved in search engine marketing.
 8. Explain the benefits of E - Commerce to business and E - Commerce to Consumer.
 9. Discuss the Pros and Cons of owning a smart card.
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