



K21U 4858

Reg. No. : .....

Name : .....

V Semester B.A./B.Sc./B.Com./B.B.A./B.B.A. (T.T.M.)/B.B.A. (R.T.M.)/  
B.B.M./B.T.T.M./B.C.A./B.S.W./B.A. Afsal-UI-Ulama/B.B.A. (AH) Degree  
CBCSS (OBE) – Regular Examination, November 2021  
(2019 Admission Only) Open Course  
5D03 BBA/BBA (RTM) : E-COMMERCE

Time : 2 Hours

Max. Marks : 20

PART – A

Answer **all** questions.

1. What is EPOS ?
2. What is G2C model ?
3. What do you mean by E-Procurement ?
4. What is URL ?
5. What is eavesdropping ?
6. What are search engines ?

(6×1=6)

PART – B

Answer **any four** questions.

7. What are the major types of E-Payment system ?
8. Differentiate between E-Business and E-Commerce.
9. Explain the concept of SCM.
10. What are the benefits of E-Commerce ?
11. What are the major influencing factors of a successful E-Business venture ?
12. Explain the components of electronic payment system.

(4×2=8)

PART – C

Answer **any one** question.

13. Explain E-Commerce and explain the legal and ethical issues in E-Commerce.
14. Discuss any five E-Business models used by an E-Commerce firm.

(1×6=6)



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B.B.M./B.T.T.M./B.C.A./B.S.W./B.A. Afsal-UI-Ulama/B.B.A. (AH) Degree  
CBCSS (OBE) – Regular Examination, November 2021  
(2019 Admission Only) Open Course  
5D04BBA (RTM)/BBA : EVENT MANAGEMENT

Time : 2 Hours

Max. Marks : 20

PART – A

Answer **all** questions. **Each** question carries 1 mark.

1. Define event management.
2. Who is an event coordinator ?
3. What are the 5 P's of event marketing ?
4. What is team management ?
5. What is event planning guide ?
6. Define bar back.

(6×1=6)

PART – B

Answer **any four** questions. **Each** question carries 2 marks.

7. What is event leadership ?
8. Explain the importance of environmental sensitivity.
9. What are the points should consider while planning and promoting an event ?
10. What is strategic management ?
11. What are the different feasibilities related with event management ?
12. What are the essentials of event management ?

(4×2=8)

PART – C

Answer **any one** question. Question carries 6 marks.

13. What are the things should be considered while selecting a venue for an event ?
14. What are the different departments in an Event Managing Company ? (1×6=6)

K22U 2436

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V Semester B.A./B.Sc./B.Com./B.T.T.M./B.B.A./B.B.A.-T.T.M./B.B.A.-A.H./  
B.C.A./B.A. Afsal-UI-Ulama/B.S.W. Degree (CBCSS – OBE – Regular/  
Supplementary/Improvement) Examination, November 2022  
(2019 Admission Onwards)

Open Course

5D03BBA/BBA(RTM) : E-COMMERCE

Time : 2 Hours

Max. Marks : 20

PART – A

Answer **all** questions. **Each** question carries **1** mark.

1. What is B2B ?
2. What do you mean by E-Commerce ?
3. What do you mean by C2C ?
4. What do you mean by Credit card ?
5. What do you mean by M-commerce ?
6. What do you mean by Digital Currency ?

(6×1=6)

PART – B

Answer **any 4** questions. **Each** question carries **2** marks.

7. Explain the features of E-Commerce.
8. Discuss the difference between E-Cheque and E-Cash.

P.T.O.



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- 9. Explain the advantages of Electronic Fund Transfer (EFT).
- 10. Write a short note on Information and Technology Act, 2000.
- 11. What are different types of Electronic Fund Transfer (EFT) ?
- 12. Explain the factors influencing the success of E-Commerce. (4×2=8)

PART – C

Answer any one question. Each question carries 6 marks.

- 13. Explain different types of business models of E-Commerce.
- 14. Briefly explain different methods of online payments. (1×6=6)



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V Semester B.A./B.Sc./B.Com./B.T.T.M./B.B.A./B.B.A.-T.T.M./B.B.A.-  
A.H./B.C.A./B.A. Afsal-UI-Ulama/B.S.W. Degree (CBCSS – OBE-Regular/  
Supplementary/Improvement) Examination, November 2022  
(2019 Admission Onwards)

Open Course

5D04BBA/BBA(RTM) : EVENT MANAGEMENT

Time : 2 Hours

Max. Marks : 20

PART – A

Answer **all** the questions. **Each** question carries **1** mark.

1. What is Event Marketing?
2. What do you mean by Event co-ordination?
3. What is Financial Management in Events?
4. Explain the term Event Management Information System.
5. What is Event designing?
6. What is Event Production?

(6×1=6)

PART – B

Answer **any 4** questions. **Each** question carries **2** marks.

7. Explain the scope of Event Management.
8. Describe the various elements of Event Marketing.
9. Explain the activities of Event Management.
10. Evaluate the evolution of professional Event Management.
11. Explain different components of Event.
12. Describe the significance of Event Management.

(4×2=8)

PART – C

Answer **any one** question. **Each** question carries **6** marks.

13. Describe the various evaluation process of Event Management.
14. Explain the different criteria for choosing an Event.

(1×6=6)

K23U 2475



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B.B.A. – T.T.M./B.B.A. – A.H./B.C.A./B.S.W./B.M.M.C. Degree  
(CBCSS – OBE – Regular/Supplementary/Improvement)  
Examination, November 2023  
(2019 – 2021 Admissions)  
Generic Elective Course  
5D03BBA/BBA (RTM) : E-COMMERCE

Time : 2 Hours

Max. Marks : 20

PART – A

Answer **all** questions. **Each** question carries **1** mark.

1. Write any two objectives of E-Commerce.
2. What is m-Commerce ?
3. What is B2B ?
4. What is e-Cheque ?
5. What is Digital Signature ?
6. What is extranet ?

(6×1=6)

PART – B

Answer **any 4** questions. **Each** question carries **2** marks.

7. What is e-Cash and which are the models of e-Cash ?
8. Enumerate the features of E-Commerce.
9. Explain the types of Digital Signature.

P.T.O.

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10. Describe the categories of e-Payment.

11. What is crypto currency ?

12. Explain the steps to be followed by customers in B2C system.

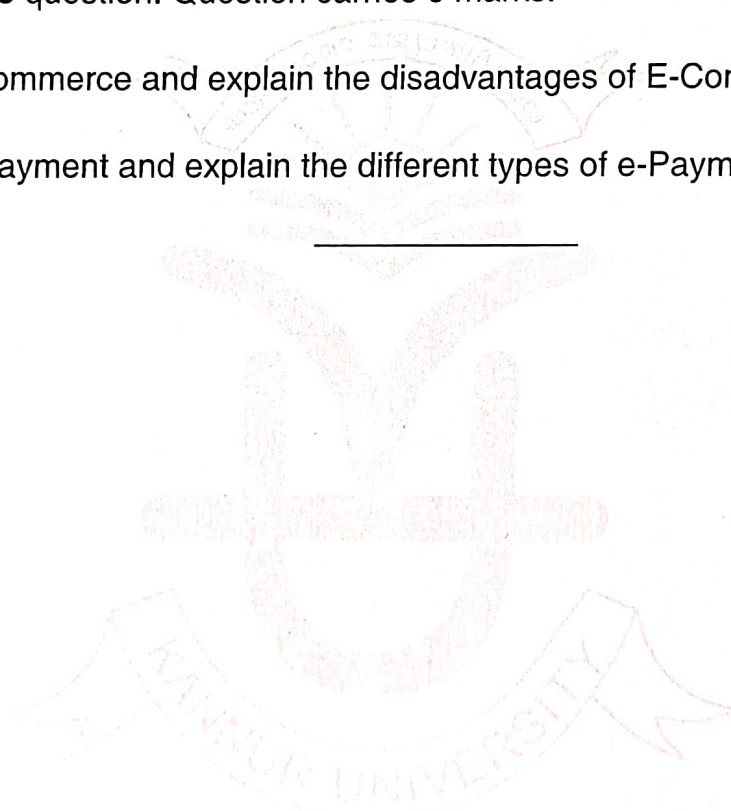
(4x2=8)

### PART – C

Answer **any one** question. Question carries **6** marks.

13. Define E-Commerce and explain the disadvantages of E-Commerce.

14. What is e-Payment and explain the different types of e-Payment system. (1x6=6)



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B.B.A.-T.T.M./B.B.A.-A.H./B.C.A./B.S.W./B.M.M.C. Degree (CBCSS – OBE–  
Regular/Supplementary/Improvement) Examination, November 2023

(2019-2021 Admissions)

Generic Elective Course

5D04BBA/BBA(RTM) : EVENT MANAGEMENT

Time : 2 Hours

Max. Marks : 20

PART – A

Answer **all** questions. **Each** question carries **one** mark :

1. What is event marketing ?
2. What is event catering ?
3. What is sponsorship ?
4. What is mega event ?
5. Explain the concept of event management.
6. Mention the key elements of events.

(6×1=6)

PART – B

Answer **4** questions. **Each** question carries **2** marks :

7. What do you mean by strategy ?
8. Analyse the role of financial management in events.
9. What are the different types of events ?

P.T.O.



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10. Explain the scope of event management.
11. Discuss Event Management Information System.
12. Explain the inter-personal skills in event management.

(4×2=8)

**PART – C**

Answer **any 1** question. Question carries **6** marks :

13. Discuss the evaluation process of event performance.
14. What is meant by staging an event ? Explain the various activities involved in it.

(1×6=6)

