

Total No. of Questions : 9]
(2102)

[Total No. of Printed Pages : 4

**BCA (CBCS) RUSA Vth Semester
Examination**

3997

E-COMMERCE

BCA-0502

Time : 3 Hours]

[Maximum Marks : 70

Note :- Attempt *five* questions in all. Section-A is compulsory. Attempt *one* question from each Sections B, C, D and E.

Section-A

(Compulsory Questions)

1. (A) Attempt all questions :

Electronic Data Interchange
(i) EDI stands for

(ii) SEO stands for

(iii) E-Shops is an example of :

(a) B2B

C-769

(1)

Turn Over

- (b) B2C
- (c) Peer to Peer
- (d) C2B
- (iv) EMI stands for
- (v) is an example of Round the clock banking.
- (vi) card allows you to pay later for a transaction.
- (vii) Flipkart wholesale is an example of :
- (a) B2B
- (b) B2C
- (c) C2C
- (d) C2B
- (viii) DOS stands for
- (ix) Credit card number is composed of digits.
- (x) When was the Information Technology Act enacted ? 1×10=10

(B) Attempt all short questions from in 25 to 50 words :

- (i) Architecture of E-Commerce
- (ii) Smart Card
- (iii) Electronic Payment System
- (iv) Business to Government (B2G) E-commerce.
- (v) Three Pillars of E-Commerce. 4×5=20

Section-B

10

- 2. ✓ What is E-Commerce ? Differentiate between traditional commerce and E-Commerce on at least seven points of basis.
- 3. Discuss the current scenario of E-Commerce in India. What is the future prospect of E-Commerce in India ?

Section-C

10

- 4. What is online marketing ? What are the various components of online marketing ?
- 5. Write notes on the following :
 - (a) Guidelines for online advertising
 - (b) Active or Push Based Advertising 5,5

2 uni.

Section-D

10

6. What is electronic data interchange ? What are its applications in business ?

7 What are the various types of E-Payment systems ? Explain any five.

Section-E

10

8. What is e-CRM ? How does it work ? Discuss all components of e-CRM in detail.

9 What are the security issues with E-Commerce ? Discuss the challenges for E-Commerce.

E-mail

*Secure
network*

ease of inter.

*diversity of
customer*

*market
require*