Total No. of Questions : 9] [Total No. of Printed Pages : 4

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BCA (CBCS) RUSA Vth Semester Examination

4519

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 Section B, C, D and E.

Section–A

(Compulsory Question)

1. (A) Attempt all questions :

Select the correct option :

(i) .... is NOT a function of e-Commerce.

(a) Warehouse (b) Finance

(c) Marketing (d) None of these

(ii) .... is a system of interconnected electronic components or circuits.

(a) Marketplaces

(b) Metamarkets

(c) Electronic Markets

(d) Electronic Network

(iii) Companies like Flipkart, Amazon and Myntra belongs to the .... e-Commerce segment.

(a) B2B   (b) P2P

(c) B2C   (d) C2B

(iv) Which type deals with auction ?

(a) B2B   (b) B2C

(c) C2B   (d) C2C

(v) Which is a function of e-Commerce ?

(a) Marketing   (b) Advertising

(c) Warehousing   (d) All of these

(vi) Creating illegitimate sites that appear to be published by established organizations by unscrupulous artists is termed as ....

(a) Spoofing   (b) Snooping

(c) Sniffing   (d) None of these

Fill in the blanks :

(vii) A web page is transferred to users computer through H.T.T.P. .... protocol.

(viii) SET stands for *Secure Electronic Transaction*

(ix) A *Digital Signature* .... provides a way to associate the message with the sender and is the equivalent of an ordinary signature.

State whether the statement is True *or* False :

(x) Firewall acts like a gate keeper that examines each users identification before allowing them to enter to the organization's internal networks. (True/False)

(B) Answer the following in 25 to 40 words : $1 \times 10 = 10$

(i) Compare e-Commerce with traditional commerce.

(ii) List out merits and demerits of online marketing.

(iii) Write a short note on Search Engine Optimization.

(iv) "Internet Banking saves time and money." Give your opinion.

(v) What is e-CRM ? $4 \times 5 = 20$

Section–B

2. (a) Discuss the framework and architecture of e-Commerce.

(b) Elaborate existing e-Business environment in India. 5,5

3\. (a) Discuss the growth and development of e-Commerce in India.

(b) What are the various social and economic impacts of e-Commerce ? 5,5

Section–C

4\. (a) Discuss mercantile process models in detail.

(b) Describe various tools used for internet marketing. 5,5

5\. (a) Discuss various online advertising models in detail.

(b) List out weakness of Internet advertising. 5,5

Section–D

6\. Write short notes on the following :

(i) Digital Cash

(ii) Electronic Cheque

(iii) UPI

(iv) Smart Cards $2\frac{1}{2}\times4$

7\. (a) What do you mean by EDI ? Discuss its applications in Business.

(b) What are risks in Electronic Payment System ? 5,5

Section–E

8\. Why is security important in e-Business ? What are the security issues to be taken into account while designing a security system for e-Business ? 10

9\. (a) Define customer relationship management.

(b) Discuss the global scenario for CRM. 5,5