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Paper Code : BCAD601E E-Commerce

UPID : 600114

Full Marks :70

Time Allotted : 3 Hours

The Figures in the margin indicate full marks.
Candidate are required to give their answers in their own words as far as practicable

Group-A (Very Short Answer Type Question)

[1 x 10 = 10]

1. Answer *any ten* of the following :

    (I) The best products to sell in B2C e-commerce are_____

    (II) Write 2 disadvantages of E-Commerce?

    (III) Expand ERP.

    (IV) Expand MIS.

    (V) _____ is a function of E commerce.

    (VI) A product or service that customers have come to expect from an industry, which must be offered by new entrants if they wish to compete and survive, is known as a(n)?

    (VII) A combination of software and information designed to provide security and information for payment is called a _____.

    (VIII) What Is an Ecommerce Website?

    (IX) Name any 2 types of Ecommerce Revenue Models.

    (X) _____ are markets connected through modern communications networks and powered by high-speed computers.

    (XI) Which service encompasses all technologies used to transmit and process information on an across a network?

    (XII) Expand CTR.

Group-B (Short Answer Type Question)

Answer *any three* of the following :

[5 x 3 = 15]

2. Explain the challenges in B2C implementation. [5]

3. SCM Manages your Supply Chain and CRM Manages your Customers- Explain the statement. [5]

4. What are the different e-commerce business models? [5]

5. Which different sector e-commerce applications are available in the market? [5]

6. What is digital signature in e-commerce? [5]

Group-C (Long Answer Type Question)

Answer *any three* of the following :

[15 x 3 = 45]

7. (a) Define E-Commerce. [3]

   (b) Write the advantages and disadvantages of E-Commerce. [7]

   (c) Explain B2B E-Commerce System with neat diagram. [5]

8. (a) Define Web Architecture. [5]

   (b) Explain URL. [2]

   (c) Write the different security measures needed to handle E-Commerce business. [6]

   (d) What is VPN? [2]

9. (a) Write the differences between Traditional Payment Methods and Electronic Payment Methods. [8]

   (b) Briefly explain SET protocol. [7]

10. (a) Explain all ERP functional modules. [10]

    (b) Explain MIS. [5]

11. (a) Define B2B, B2C and C2C business model. [10]

    (b) Describe the advantages and disadvantages of M-Commerce. [5]

*** END OF PAPER ***