(i) Printed Pages : 2   Roll No. ....

(ii) Questions   : 9   Sub. Code : 0 9 5 2

                                    Exam. Code : 0 0 3 2

Bachelor of Computer Applications 6th Semester

(2042)

E-COMMERCE

Paper : BCA-16-601

Time Allowed : Three Hours]   **[Maximum Marks : 65**

Note :— Attempt **one** question each from the Units I, II, III and IV. The question in Unit V is compulsory. All questions carry equal marks.

UNIT—I

1. What is Electronic Commerce ? What are the aims of E-commerce ? Discuss in detail the different types of E-commerce.   13

2. (a) Discuss the EDI message structure and EDI notification structure.   7

    (b) Discuss the benefits and challenges of EDI.   6

UNIT—II

3. What are the elements of a webpage ? Explain the step by step process of creating a website for a business.   13

4. Explain in detail the various online promotion tools and techniques.   13

UNIT—III

5. (a) Discuss electronic purses and their uses. 6

(b) Explain the working of electronic bill payment system. 7

6. What is Inter-bank clearing system ? Discuss the working of inter-bank clearing system. 13

UNIT—IV

7. Define Mobile Commerce. What are the benefits of mobile commerce ? Discuss in detail the mobile commerce framework. 13

8. What is a Cyber Crime ? What are the types of cyber-crimes ? Explain the salient provisions of the IT Act, 2000 to deal with different cyber-crimes in India. 13

UNIT—V

9. Write short notes on the following :

(a) Challenges in E-commerce 5

(b) Website hosting considerations 4

(c) Search Engine Optimization. 4