(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

(2053)

E-COMMERCE

Paper–BCA-16-601

Time Allowed : Three Hours]   [Maximum Marks : 65

Note :— Attempt **one** question from each Unit and the compulsory question. All questions carry equal marks.

UNIT—I

1. Define E-Commerce. Contrast E-Commerce with the traditional business systems and explain the types of E-commerce with suitable examples.

2. Define Electronic Data Interchange (EDI). Differentiate between traditional and EDI enabled system for document exchange. Discuss the EDI Message Structure in brief.

UNIT—II

3. What is a Website ? What are the steps in developing a Website ? Discuss in detail. Also write a brief note on the web authoring tools.

4. (a) What do you mean by Web Traffic Analysis ? What are the various means of Web Traffic Analysis ?

   (b) What is Search Engine Optimization ?

UNIT—III

5. Discuss the various online payment systems, giving the merits and problems of each in detail.

6. (a) Discuss the electronic bill payment system in brief.

   (b) What is Inter-bank clearing system ?

UNIT—IV

7. Define Mobile Commerce. Discuss the mobile commerce framework in detail.

8. Elaborate in detail the applications of E-Commerce in retailing, banking and e-governance.

(Compulsory Question)

9. Answer the following questions in brief :

   (a) EDI standards

   (b) Elements of a webpage

   (c) Strategic benefits of E-Commerce

   (d) Cyber Crimes.