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

(1109)

BCA UG (CBCS) RUSA Vth Semester Examination

3606

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 from S.N. (i) to (x) :

   (i)   world wide web (www) was introduced in the year ....

   (a) 1996

   (b) 1994

   (c) 1992

   (d) 1990

(ii) .... is an early form of E-commerce.

    (a) SCM

    (b) EDI

    (c) Both (a) and (b)

    (d) None of these

(iii) B2G stands for ....

(iv) Which of the following is an example of C2C ?

    (a) e-Bay

    (b) amazon.com

    (c) rentalic.com

    (d) all of these

(v) .... is a person who breaks in or trespasses a computer system.

(vi) Which of the following is an example of vertical portal ?

    (a) e-village

    (b) yahoo

    (c) google

    (d) net scape

(vii) ERP stands for ....

    (Fill in the blank)

(viii) Which one is not an e-payment method used in India ?

    (a) debit card

    (b) credit card

    (c) e-cheque

    (d) none of these

(ix) Which is a function of e-commerce ?

    (a) Marketing

    (b) Advertising

    (c) Warehousing

    (d) All of these

(x) .... is the most common way for purchasing an online advertising.

    (a) CPM

    (b) CPC

    (c) Any of these

    (d) None of these   1×10=10

(B) Attempt all short answer type questions from the following in 25 to 50 words :

    (i) Social impact of e-commerce.

    (ii) e-commerce threats

    (iii) Electronic payment technology

    (iv) B2B model

    (v) Electronic data intercharge   4×5=20

2. Describe the term e-commerce. What are the various social and economical impact of e-commerce.

3. Explain in detail difference between e-business and e-commerce.

Section–C   10 each

4. What are the *four* types of consumer-oriented applications of e-commerce ? Discuss in detail.

5. What do you mean by online advertisement ? Discuss merits and demerits of online marketing in detail.

Section–D   10 each

6. What do you mean by electronic payment system ? Explain its characteristics. Also compare it with traditional payment system.

7. Write in detail the various security issues in e-commerce. Explain with the help of example.

Section–E   10 each

8. What is CRM ? How online customer service and support help in improving CRM ?

9. Write short notes on the following :

   (i)   Security policy

   (ii) e-CRM