

PARUL UNIVERSITY
FACULTY OF IT & COMPUTER SCIENCE
BCA/ IMCA Summer 2021 – 22 Examination

Semester: 6th**Subject Code: 05101381****Subject Name: E-Commerce****Date: 29/02/2022****Time: 2hr:30min****Total Marks: 60****Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Answer the followings.**A. Write short notes.****(05)**

1. What is E-commerce?
2. Explain Intranet.
3. Explain Traditional Payment.
4. What is Internet marketing?
5. Explain E-Governance?

B. Multiple choice type questions/ Give the sentence true or false. (Each of 01 marks)**(10)**

1. The most prevalent online payment method is?
(A) PayPal (B) checks
(C) credit cards (D) debit
2. EDI standards are
(A) not universally available (B) essential for B2B commerce
(C) not required for B2B commerce (D) still being evolved
3. E-business can be defined as _____
(A) the uninhibited flow of information and goods on the Web
(B) the use of the Internet and the Web to transact business
(C) digitally enabled transactions and processes within an organization
(D) commercial transactions involving electronic goods
4. Most individuals are familiar with which form of e-commerce?
(A) B2B (B) B2C (C) C2B (D) C2C
5. ERP stands for
(A) Enterprise resolution planning (B) Enterprise reverse planning
(C) Enterprise resource planning (D) None of the above
6. Which e-government arena is being used when governmental agencies send out and accept bids for work?
(A) G2G (B) G2B (C) G2C (D) G2A
7. E-Banking is also known as
(A) ATMs (B) Net banking (C) Traditional banking (D) None of these
8. Which one is not an online payment mode?
(A) Cash on delivery (B) Debit card
(C) Credit card (D) e-cheque
9. What does I stand in CIA of smart card?
(A) International (B) Integrity (C) Identity (D) None of the above
10. Which segment do eBay, Amazon.com belong to?
(A) B2Bs (B) B2Cs (C) C2Bs (D) C2Cs

Q.2 Answer the followings. (Attempt any Five)**(15)**

1. Explain Payment types of E-Commerce.
2. Explain goals of E-Commerce
3. Explain measuring cost objectives.
4. Explain Government-to-Citizen-to-Government Model (G2C2G).
5. Explain Strategies for developing electronic commerce web sites.
6. Explain PROS and CONS of online shopping.

Q.3 Answer the following. (Any three)**(15)**

1. Explain E-Governance initiatives in India.
2. Explain modern payment cash.

3. Explain EDI model.
- 4 Explain E-commerce business models.

Q.4 Answer the following.

- A.** Explain Present global trends of growth in E – Governance. (05)
- B.(1)** Explain eight key ingredients of a business mode. (05)
- B.(2)** Explain Internet marketing techniques (05)

OR

- B.(1)** Explain Value exchange system, Credit card system, Electronic funds transfer, Paperless bill, Modern payment cash. (05)
- B.(2)** Explain scope of E- Governance for India. (05)