

**PARUL UNIVERSITY**  
**FACULTY OF IT & COMPUTER SCIENCE**  
**BCA Winter 2021 – 22 Examination**

**Semester: 6<sup>th</sup>**  
**Subject Code: 05101381**  
**Subject Name: E-Commerce**

**Date: 19/10/2021**  
**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. Answer the following in short.****(05)**

1. What is E-Commerce?
2. What are the quantitative ways to measure strategic implementation for the success of e-commerce?
3. Write one application name of Electronic Data Interchange (EDI)?
4. What is e-governance?
5. List two protocols name that used in online transaction?

**B. Multiple choice type questions: (Each of 01 marks)****(10)**

1. Which of the following describes e-commerce?  
a) Doing business electronically      b) Sale of goods  
c) Doing business      d) All of the above
2. The best products to sell in B2C e-commerce are:  
a) Small Products      b) Digital Products      c) Specialty      d) Fresh Products
3. Which products are people most likely to be comfortable buying on the Internet?  
a) Books      b) PCs      c) CDs      d) All of the above
4. Which segment do eBay, Amazon.com belong?  
a) B2B      b) B2C      c) C2B      d) C2C
5. Which type of e-commerce focuses on consumers dealing with each other?  
a) B2B      b) B2C      c) C2B      d) C2C
6. What is the name given to an interactive business providing a centralized market where many buyers and suppliers can come together for e-commerce or commerce-related activities?  
a) Direct marketplace      b) B2B      c) B2C      d) Electronic Marketplace
7. Which type of e-commerce deals with auction?  
a) B2B      b) B2C      c) C2B      d) C2C
8. The most prevalent online payment method is \_\_\_\_  
(a) PayPal      (b) checks      (c) credit cards      (d) debit
9. Electronic Data Interchange is necessary in  
(a) B2C      (b) C2C      (c) B2B      (d) Commerce using internet
10. Which one is not an online payment mode?  
(a) Cash on delivery      (b) Debit card      (c) Credit card      (d) e-cheque

**Q.2 Answer the followings. (3 Marks Questions.) (Any Five)****(15)**

1. Explain Internet Marketing with three advantages and disadvantages.
2. What are the quantitative ways to measure strategic implementation for the success of e-commerce? Explain your answer in detail.
3. What are three advantages of electronic commerce over traditional commerce?
4. List types of electronic payment system. Explain any one type in brief.
5. Write a short note on: Intranet in B2B

**Q.3 Answer the following. (5 Marks Questions)(Any three)****(15)**

1. Write a short note on : E- Cash System
2. Explain strategies for developing electronic commerce web sites
3. Explain measuring cost objectives.
4. Explain eight key ingredients of a business model.

**Q.4 Answer the following.**

- A.** Explain Smart – Card System with advantages and disadvantages **(05)**
- B.(1)** List types of E-Commerce. Explain any two types in detail. **(05)**
- B.(2)** Explain Model of Electronic Data Interchange in detail. **(05)**
- OR**
- B.(1)** List types of Electronic payment system. Explain any two types in brief. **(05)**
- B.(2)** What is need of E-Governance? Explain any two application of E- Governance in detail. **(05)**