

	<p style="text-align: center;"><b>ADAMAS UNIVERSITY</b>  <b>END-SEMESTER EXAMINATION : JANUARY 2021</b>          (Academic Session: 2020 – 21)</p>		
<b>Name of the Program:</b> (Example: B. Sc./BBA/MA/B.Tech.)	BCA	<b>Semester:</b> (I/III/ V/ VII/IX)	III
<b>Paper Title :</b>	E-Commerce & Applications	<b>Paper Code:</b>	MBA32141
<b>Maximum Marks :</b>	40	<b>Time duration:</b>	3 HOURS
<b>Total No of questions:</b>	14	<b>Total No of Pages:</b>	2
<i>(Any other information for the student may be mentioned here)</i>	Attempt <b>Any 5</b> Questions from <b>Section A</b> (Each Carrying 2 Marks); any <b>4 Questions</b> from <b>Section B</b> (Each Carrying 5 Marks). Any <b>One Questions</b> from <b>Section C</b> (Each Carrying 10 Marks). <b>Note that from Section A, Section B and Section C, I will consider the first five, or four or one answer from each section respectively. Best out of them will not be considered.</b>		

### SECTION A (Attempt any 5 questions)

**Q. No. 1.** **Marks (2)**

What is the difference between e-commerce and a brick-and-mortar store?

**Q. No. 2.** **Marks (2)**

What do you understand by value chain analysis?

**Q. No. 3.** **Marks (2)**

What is affiliate revenue model?

**Q. No. 4.** **Marks (2)**

What do you understand by successful e-commerce value proposition?

**Q. No. 5.** **Marks (2)**

What do you understand by the online travel agency services? Give 2 examples.

**Q. No. 6.** **Marks (2)**

What is first mover advantage in e-commerce business?

**Q. No. 7.** **Marks (2)**

Explain few public laws related to e-commerce environment.

### SECTION B (Attempt any Four Questions)

**Q. No. 8.** **Marks (5)**

Explain the different major Business to Consumer (B2C) business models.

**Q. No. 9.** **Marks (5)**

Explain the various components of Porter's five forces model.

**Q. No. 10.**

**Marks (5)**

Explain how the internet is changing market scenarios and consumer behaviour.

**Q. No. 11.**

**Marks (5)**

If you have a brick and mortar presence and you are doing the business successfully, will you still want to have an online presence? Provide reasons behind such a decision.

**Q. No. 12.**

**Marks (5)**

Perform the value chain analysis of SafeExpress Packers and Movers.

### **SECTION C (Attempt any One Question)**

**Q. No. 13.**

**Marks (10)**

Explain in details as to how the Internet and the web is changing business in terms of: (a) strategy, (b) structure and (c) process.

**Q. No. 14.**

**Marks (10)**

Explain in details the different security threats in the e-commerce environment.