

POKHARA UNIVERSITY

Level: Bachelor
Programme: BCA
Course: E-Business

Semester: Fall

Year : 2019

Full Marks: 100

Pass Marks: 45

Time : 3hrs.

Candidates are required to give their answers in their own words as far as practicable.

The figures in the margin indicate full marks.

Attempt all the questions.

1. a) Differentiate between E-commerce and E-business. What are the features of E-commerce? 8
- b) What are the types of E-business model based on the relationship of Transaction parties. 7
2. a) What are software agents? Describe the mobile and collaborative agents. 8
- b) Define e-procurement. Explain the sell-side and market side solution of procurement. 7
3. a) Define following terms: E-Marketing, e-advertisement, e-branding. Do you agree they are interrelated to each other? Justify with examples. 8
- b) Briefly explain various brand leveraging strategies. 7
4. a) Define digital-token-based e-payment system and what are the classification of new payment systems. 8
- b) Define threats? What are the criteria to secure the information system from security risks? 7
5. a) Today's business success factor is good CRM. Justify the statement and also illustrate how this can further be advanced through e-CRM. 8
- b) What do you mean by e-SCM? Define various components of e-supply chain management. 7
6. a) Define E-strategy. Briefly explain the McKinesy 7S framework with necessary diagram. 8
- b) Define Vickery Auction. What are the types of Aggregator? Explain. 7
7. Write short notes on any two: 2×5
 - a) Knowledge as a key Business Asset
 - b) Intellectual Property Right, Copy Right, Trade Mark
 - c) Procurement and Purchasing

POKHARA UNIVERSITY

Level: Bachelor
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Course: E-Business

Semester: Fall

Year : 2018
Full Marks: 100
Pass Marks: 45
Time: 3hrs.

Candidates are required to give their answers in their own words as far as practicable.

The figures in the margin indicate full marks.

Attempt all the questions.

1. a) Define e-commerce and e-business? What are the scope of electronic commerce? 8
 b) What is B2B and B2C model and what are its characteristics, advantages and disadvantages. 7
2. a) Define software agents and what are the values of software agents in a networked world. 7
 b) Explain the price discovery mechanisms of brokerage model. 8
3. a) Define e-payment system and what are the risk factors in e-payment systems? 8
 b) Explain e-business risk management issues. 7
4. a) Define customer life cycle and what are the three phases of CRM. 7
 b) What are e-SCM? Explain the objectives of SCM. 8
5. a) What is digital token-based e-payment system? Differentiate between traditional marketing and e-marketing. 8
 b) What is Knowledge Management and e-SKM? Explain the McKinsey 7S framework? 7
6. a) What is e-branding? Explain different types of marketing strategies. 7
 b) What are the guidelines to prepare the good website and maintaining a website? 8
7. Write short notes on **any two**: 2×5
 - a) Purchase v/s Procurement
 - b) Sell-side and Buy-Side
 - c) Intellectual and property right

POKHARA UNIVERSITY

Level: Bachelor
Programme: BCA
Course: E-Business

Semester: Spring

Year : 2018

Full Marks: 100

Pass Marks: 45

Time : 3hrs.

Candidates are required to give their answers in their own words as far as practicable.

The figures in the margin indicate full marks.

Attempt all the questions.

1. a) What are the scopes of E-business in modern business? Compare and contrast e-business with e-commerce. 7
- b) What is an aggregator model? Distinguish between community model and Info-mediary Model. 8
2. a) Compare between the B2B and B2C business models. Describe their advantages along with some real time examples. 7
- b) What are software agents? Describe the mobile and collaborative agents. 8
3. a) Define procurement. How does procurement service provider facilitate business organizations? 7
- b) Define following terms: E-Marketing, e-advertisement, e-branding. Do you agree they are interrelated to each other? Justify with examples. 8
4. a) What is an e-branding? Explain the elements of e-branding and it's importance. 7
- b) Enlist the different e-payment systems and describe the various risk factors associated with them. 8
5. a) Describe the enterprise-wide security framework. 7
- b) Today's business success factor is good CRM. Justify the statement and also illustrate how this can further be advanced through e-CRM. 8
6. a) Describe the McKinsey 7S framework for knowledge management. 8
- b) What are the different intellectual property rights? Describe each in brief. 7
7. Write short notes on: (Any two) 2×5
 - a) Intranet, Extranet and Internet
 - b) Three phases of CRM
 - c) Knowledge as a key Business Asset

POKHARA UNIVERSITY

Level: Bachelor
Programme: BCA
Course: E-Business

Semester –Fall

Year : 2017
Full Marks: 100
Pass Marks: 45
Time : 3hrs.

Candidates are required to give their answers in their own words as far as practicable.

The figures in the margin indicate full marks.

Attempt all the questions.

1. a) Differentiate between E-commerce and E-business. What are the features of E-commerce? 8
b) What is price discovery? Differentiate between B2C and B2B e-business model with characteristics. 7
2. a) Define aggregator model. What are the types of auction explain each in detail? 8
b) How application of intranet and extranet helps to e-commerce and e-business? 7
3. a) What is smart agent? Explain the panoramic overview of different agent's types. 7
b) Define e-procurement. Explain the sell-side and market side solution of procurement. 8
4. a) Differentiate between traditional marketing and e-marketing. Write the advantage and disadvantage of online marketing. 7
b) What is E-branding? Why market segmentation is important to build new market in competitive environment? 8
5. a) What is EDI? What are the types of E-payment system explain each in detail? 7
b) Define threats? What are the criteria to secure the information system from security risks? 8
6. a) Define E-strategy. Briefly explain the McKinesy 7S framework with necessary diagram 7
b) What is knowledge worker? Briefly explain the components of E-CRM. 8
7. Write short notes on any two: 8
a) Trademark 2×5
b) e-SCM
c) Affiliation model

POKHARA UNIVERSITY

Level: Bachelor
Programme: BCA
Course: E-Business

Semester: Fall

Year : 2016
Full Marks: 100
Pass Marks: 45
Time: 3hrs.

Candidates are required to give their answers in their own words as far as practicable.

The figures in the margin indicate full marks.

Attempt all the questions.

1. a) What is E-commerce? Differentiate between e-commerce and Traditional commerce. 7
- b) What is Brokerage model? Differentiate between B2C and B2B e-business model with characteristics. 8
2. a) Define price discovery. What are the types of auction explain each in detail? 8
- b) How application of intranet and extranet helps to business potentiality as well as business transaction? 7
3. a) What is Software Agents? Explain a panoramic over view of different agent types. 7
- b) Explain Mckinsey 7s framework for developing E-strategy? 8
4. a) What is E-branding? How can you segment the market by using the E-advertisement? 8
- b) What is EDI? What are the types of E-payment system explain each in detail? 7
5. a) Explain Symmetric key cryptosystem and asymmetric cryptosystem. 7
- b) What is E-CRM toolkit? Define three phases of CRM 8
6. a) What is Marketing Strategies? What are the various means of Advertising? 8
- b) What is Knowledge management? Briefly explain the components of E-SCM. 7
7. Write short note on **any two**: 2×5
 - a) Sell-side v/s Buy-side
 - b) Electronic Transaction/Cyber Laws
 - c) Business Touch Points

POKHARA UNIVERSITY

Level: Bachelor	Semester –Fall	Year : 2014
Programme: BCA		Full Marks: 100
Course: Electronics Commerce		Pass Marks: 45
		Time : 3hrs.

Candidates are required to give their answers in their own words as far as practicable.

The figures in the margin indicate full marks.

Attempt all the questions.

1. a) Define Digital Economy. Explain how internet is transforming the way people do business around the world. 8
 b) Explain how electronic commerce is different than the traditional brick-and-mortar business. List the advantages and disadvantages of e-commerce 7
2. a) What do you mean by legal and Intellectual property right? Describe different types of intellectual property protection techniques. 8
 b) Explain the different legal issues associated with starting a new online business. 7
3. a) What do you mean by dynamic pricing? Explain the different types of auction. 7
 b) What do you mean digital payment? Explain the different payment systems that can be used in ecommerce. 8
4. a) How do you define managing customer value orientation and life cycle? Discuss three phases of CRM 7
 b) What are the advantages of E-SCM? Explain the components of e-supply chain management. 8
5. a) What is the E-Business model based on relationship of transaction parties? 8
 b) Define information system security? Explain the firewall concept of network security. 7
6. a) Discuss the e-commerce technical infrastructure. What are the necessary hardware and software tools required to setup an online business. 7

b) Explain symmetric key cryptosystem and asymmetric cryptosystem. 8

7. Write short notes on *any two*: 2x5

- a) Software Agents
- b) Privacy
- c) C2C

POKHARA UNIVERSITY

old 7th Sem

Level: Bachelor
Programme: BCA
Course: Electronic Commerce

Semester – Spring

Year : 2013
Full Marks: 100
Pass Marks: 45
Time : 3hrs.

Candidates are required to give their answers in their own words as far as practicable.

The figures in the margin indicate full marks.

Attempt all the questions.

1. a) "There are several driving factors that causes E-commerce business to opt for". Justify the statement in context to present scenario? 8
b) Which E- commerce model by passes distributors and make a place for buyers and Seller come together? Explain in detail. 7
2. a) What are advantage and disadvantage of credit cards as e-payment system? Also mention its security issues and encryption methods. 8
b) What are the different strategies for e-business site development? 7
3. a) How information is retrieved from a Web server? Explain. 7
b) What is intellectual property? How can an online business protect their intellectual properties in the cyberspace? Explain with suitable examples. 8
4. a) Write down the difference between B2B and B2C. Explain why B2B is the most common model of ecommerce. 8
b) State and explain the different marketing strategies for commencing an online business. 7
5. a) What do you understand by the internationalization of ecommerce? Explain the internet based assurance services of ecommerce? 8
b) Explain the different privacy and legal issues associated with the electronic business. 7
6. a) Explain the middleware of the ecommerce infrastructure. List out the necessary hardware and software tools required to setup an online business. 7
b) Explain the consumer-to-consumer model with its advantages and disadvantages. 8
7. Write short notes on any two: 2×5
 - a) Digital economy
 - b) Encryption
 - c) Auction

POKHARA UNIVERSITY

Level: Bachelor
Programme: BCA
Course: E-Commerce

Semester- Fall

Year: 2011
Full Marks: 100
Time: 3hrs

Candidates are required to give their answers in their own words as far as practicable. The figures in margin indicate full marks.

Attempt all the questions

1. a) Explain how the emergence of the internet helped for the emergence of global digital economy. 8
b) What is reverse action? How it proved to be unique and useful business model. 7
2. a) "Community" is an Internet buzz word these days. Explain community model to support this statement. 8
b) Explain e-marketing value chain with the help of suitable diagram. 7
3. a) What is browsing behavior model? Why it is important to track visitor browsing habits. 8
b) Why security is the main issue for every e-business. What is different security risk on internet. 7
4. a) what are advantage and disadvantage of credit cards as e-payment system. Also mention its security issues and encryption. 7
b) How digital signature technology works? How digital signature is verified. 8
5. a) What e-CRM? Write about managing customer value orientation and life cycle. 8
b) What are the different strategies for e-business site development? 7
6. a) Explain the WAP architecture with the help of diagram. 8
b) What is different wireless technologies used in wireless communication? 7
7. Write short notes on any **two** 10
 - a) Requirement of Intelligent website.
 - b) E-supply chain architecture.
 - c) TCP and UDP.

POKHARA UNIVERSITY

Level: Bachelor
Programme: BCA
Course: E- Commerce

Semester – Fall

Year : 2009
Full Marks : 100
Time : 3hrs.

Candidates are required to give their answers in their own words as far as practicable.

The figures in the margin indicate full marks.

Attempt all the questions.

1. a) Classify the e-business models on the basis of transaction types. 8
Explain the brokerage and infomediary model in brief.
- b) "The knowledge of web economics is indispensable for e-commerce development". Do you comply with this statement? Justify. 7
2. a) What is internet auction? Mention some benefits of auction. 8
- b) What is cryptology? Explain the different types of encryption methods. 7
3. a) Discuss about E-CRM toolkit. 5
- b) What are the characteristics of good e-commerce web site? 5
- c) What are the issues related to privacy in e-commerce? 5
4. a) What are the various means of paying online? Explain how credit card transaction takes place on the internet. 7
- b) What are the advantages of online marketing? Also explain various means of e-advertising. 8
5. a) What do you understand by e-strategy? Write the importance of it with suitable example. 8
- b) Why is data mining becoming an important element in electronic commerce? How is it used in learning about consumer behaviour? How can it be used to facilitate customer service? 7
6. What is an ISP? Explain the functional behaviour of ISP? Is it inter-related to the network of computer? Justify the answer with suitable example. 15

OR

Define software agent? Write the functional behaviour of mobile agent.

7. Write short notes on (Any Two)

- a) Fire wall
- b) Digital signature
- c) E-Taxation

2x5

