GOMENDRA MULTIPLE COLLEGE

BIRTAMODE-4, JHAPA, 1 No. PRADESH

INTERNAL EXAM-2078

SEM : BCA-VII   Time Bound Home Exam   FM =80

SUB: E-Commerce   PM = 32

Group A

Answer TWO questions.   **2 X 12 = 24**

1. What do you understand by business model of E-Commerce? Explain with advantages and disadvantages of different types of business model on the basis of transaction parties.
2. **a)** Define firewall. Explain types of firewall with example.
    b) What is security threats? Give examples. How can server be kept safe?
3. What is cryptography? Explain symmetric key and public key cryptography with example.

Group B

Answer SEVEN questions.   **7 X 8 = 56**

4. What are the characteristics of good e-commerce site?
5. What do you understand by E-commerce. Write its advantages and disadvantages.
6. Explain working of E-cash with a diagram. How double spending can be prevented?
7. Define ISP. Describe the major categories of ISP. Write name of some ISP's in Nepal.
8. What are the reasons behind not much success of e-commerce in Nepal?
9. Discuss PULL and PUSH based Advertisement with their difference.
10. Write about various internet connectivity options available in Nepal.
11. What is E-Marketing? Explain in brief about different stages of E-Marketing.
12. Write short notes on any TWO :
    a. Digital signature
    b. Media convergence
    c. Auction and reverse auction

Scan & Submit Answersheet to :

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All the Best