

BCA/M-16  
E-COMMERCE  
PAPER-BBA-243

Time Allowed: 3 Hours

Maximum Marks: 80

Note: Attempt five questions in all. Question No. 1 is compulsory. All questions carry equal marks.

**Compulsory Question**

1. (a) Distinguish between C2C and C2B.  
(b) What is Immediate Payment Service (IMPS) ?  
(c) Type of Online Frauds.  
(d) EDI vs. Paper Based System.  
(e) Intranet.  
(f) URL Blocking.  
(g) Online Advertising.  
(h) Public Key Cryptography.

UNIT-I

2. (a) Discuss the E-Commerce practices vs. Traditional Practices.  
(b) Describe the various Indian Payment Models.
3. (a) What are Smart Cards? Explain the various categories of Smart Cards.  
(b) What is the need of security in E-Commerce? Explain

UNIT-II

4. (a) Describe the various uses of EDI in daily life with examples.  
(b) What is G2C E-Commerce? Write down the applications of G2C
5. (a) How will Private sector interface in E-Governance be successful? What are the objectives of Private sector interface in E-Government?  
(b) Explain Comparative analysis model by using an example.

UNIT-III

- 6 (a) What is the role E-Broker in business? Explain Broker based Online Services.

- (b) Describe Real Estate Market and its applications
- 7. (a) What are the various products in B2C Model?
- (b) What are E-Auctions? What are its benefits and impacts on sellers and customers?

#### UNIT-IV

- 8. (a) Describe various Key Technologies for B2B E-Commerce in detail.
- (b) Write various Marketing Issues in B2B.
- 9. Write short notes on the following:
  - (a) E-Commerce Scenario in India.
  - (b) Advantages of E-Retailing.
  - (c) Hardware and Software Requirements for Internet.
  - (d) Firewalls.