

al No. of Questions : 9]

Roll No.

[Total No. of Printed Pages : 4

(11)

**BCA (CBCS) RUSA Vth Semester
Examination**

4519

E-COMMERCE

BCA-0502

Time : 3 Hours]

[Maximum Marks : 70

Note :- Attempt five questions in all. Section-A is compulsory. Attempt one question from each Section B, C, D and E.

Section-A

(Compulsory Question)

1. (A) Attempt all questions :

Select the correct option :

(i) is NOT a function of e-Commerce.

(a) Warehouse

(b) Finance

(c) Marketing

(d) None of these

Turn Over

C-583

(1)

(ii) is a system of interconnected electronic components or circuits.

- (a) Marketplaces
- (b) Metamarkets
- (c) Electronic Markets
- ☒ (d) Electronic Network

(iii) Companies like Flipkart, Amazon and Myntra belongs to the e-Commerce segment.

- ☒ (a) B2B
- (b) P2P
- (c) B2C
- (d) C2B

(iv) Which type deals with auction ?

- (a) B2B
- (b) B2C
- (c) C2B
- ☒ (d) C2C

(v) Which is a function of e-Commerce ?

- ☒ (a) Marketing
- (b) Advertising
- (c) Warehousing
- (d) All of these

(vi) Creating illegitimate sites that appear to be published by established organizations by unscrupulous artists is termed as

- ☒ (a) Spoofing
- (b) Snooping
- (c) Sniffing
- (d) None of these

Fill in the blanks :

(vii) A web page is transferred to users computer through protocol.

C-583

(2)

(viii) SET stands for

(ix) A provides a way to associate the message with the sender and is the equivalent of an ordinary signature.

State whether the statement is True or False :

(x) Firewall acts like a gate keeper that examines each users identification before allowing them to enter to the organization's internal networks. (True/False) $1 \times 10 = 10$

(B) Answer the following in 25 to 40 words :

(i) Compare e-Commerce with traditional commerce.

(ii) List out merits and demerits of online marketing.

(iii) Write a short note on Search Engine Optimization.

(iv) "Internet Banking saves time and money." Give your opinion. $4 \times 5 = 20$

(v) What is e-CRM ?

Section-B

2. (a) Discuss the framework and architecture of e-Commerce.

(b) Elaborate existing e-Business environment in India. 5.5

Turn Over

C-583

(3)

3. (a) Discuss the growth and development of e-Commerce in India.
(b) What are the various social and economic impacts of e-Commerce ?

5,5

Section-C

4. (a) Discuss mercantile process models in detail.
(b) Describe various tools used for internet marketing.

5,5

5. (a) Discuss various online advertising models in detail.

- (b) List out weakness of Internet advertising.

5,5

Section-D

6. Write short notes on the following :

- (i) Digital Cash
(ii) Electronic Cheque
(iii) UPI
(iv) Smart Cards

2½x4

7. (a) What do you mean by EDI ? Discuss its applications in Business.

- (b) What are risks in Electronic Payment System ?

5,5

Section-E

8. Why is security important in e-Business ? What are the security issues to be taken into account while designing a security system for e-Business ?

10

9. (a) Define customer relationship management.

- (b) Discuss the global scenario for CRM.

5,5