Total No. of Questions : 9]   [Total No. of Printed Pages : 4

(2021)

BCA (CBCS) RUSA Vth Semester Examination

4048

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 from S.N. (i) to (x) :

    (i)   OTP stands for ....

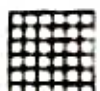   (ii)   The solution for all business need is :

        (a) EDI   (b) ERP

        (c) SCM   (d) None of these

(iii) Which one is not an e-payment method used in India ?

   (a) Debit card   (b) Credit card

   (c) e-cheque   (d) None of these

(iv) Which of the following is not an example of search engine ?

   (a) Google   (b) MSN

   (c) Alta Vista   (d) None of these

(v) .... provide security and privacy for the use of the web page content.

   (a) HTTP   (b) html

   (c) FTP   (d) None of these

(vi) Which segment is e-Bay example ?

   (a) B2B   (b) C2B

   (c) C2C   (d) All of these

(vii) CRM stands for ....

(viii) The purpose of .... page is to provide links to other pages.

   (a) Home page   (b) Web page

   (c) Blank page   (d) None of these

595   (2)

(ix) .... encrypts payment card transaction data and verifies that both parties in the transaction are genuine.

   (a) SSL   (b) SET

   (c) Both of these   (d) None of these

(x) Which of the following is not a principle of e-Commerce ?

   (a) Privacy   (b) Integrity

   (c) Authentication   (d) None of these $1 \times 10 = 10$

(B) Attempt all short answer type questions from S.N. (i) to (v) in 25 to 50 words :

(i) Internet Banking

(ii) e-shopping

(iii) Cryptography

(iv) e-CRM $4 \times 5 = 20$

(v) Electronic payment   10 each

Section–B

2. Define e-Commerce. Discuss the various advantages and disadvantages of e-Commerce.

3. Explain in detail difference between e-Business and e-Commerce.

C–595   (3)   Turn Over

Section-C

4. Write short notes on the following :

   (a) Internet advertising

   (b) Passive advertising models

5. What is online marketing ? Write merits and demerits of online marketing in detail.

Section-D

6. What are the uses and application of smart card ? Explain the working of a smart card. What are the advantages and disadvantages of a smart card ?

7. Write short notes on the following :

   (a) Risk involved in electronic payment systems

   (b) Token-based electronic payment system

Section-E

8. What is e-CRM ? How it works ? Discuss all components of e-CRM in detail.

9. Discuss various security issues involve in transaction. How can we make payment security on the Internet ?

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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

(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.

(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) 1×10=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. 4×5=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 (2)

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

2½×4

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

C–583

(4)