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 :
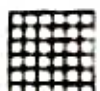
      (a) EDI   (b) ERP

      (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

(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.

         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 ?