

Roll No.

Total Pages : 3

311402

May 2024

BCA-VI Semester

E-Commerce (BCA-17-207)

Time : 3 Hours]

[Max. Marks : 75

Instructions :

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

PART-A

1. (a) What is CRM? (1.5)
(b) Define the term "E-Security". (1.5)
(c) Define Digital Signature. (1.5)
(d) What do you understand by EDI? (1.5)
(e) What is IPR? (1.5)
(f) Difference between credit card & debit card. (1.5)
(g) What do you mean by E-Governance? (1.5)
(h) Differentiate between B2B & B2C. (1.5)
(i) Explain the characteristics of Supplier-Oriented Market place. (1.5)
(j) Mention any four Prepaid Electronic Payment Systems. (1.5)

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PART-B

2. (a) Explain the concept of EDI. How is EDI different from traditional paper-based system of document transfer? (10)
(b) What are the various obstacles in adopting E-Commerce applications? (5)
3. (a) What are four types of consumer-oriented applications of E-Commerce? Discuss them briefly. (5)
(b) Explain supply chain & strategic business unit chains in detail. (10)
4. What is electronic payment system? Explain electronic wallets, smart card & credit card system in detail. (15)
5. (a) Discuss in detail the various advantages & disadvantages of online advertisement. (5)
(b) What are the different legal aspects of IT security? How do these influence business in the present scenario? (10)
6. (a) Explain Inter-organizational Transitions & Credit Transactions Trade Cycle with the help of Flow Chart Diagram. (10)
(b) What are the applications of E-Commerce in Direct Marketing & Selling? (5)

7. Write short notes on the following :
 - (a) Porter's value chain model.
 - (b) Protecting Intellectual property.
 - (c) Protecting E-Commerce assets.

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