

(Please write your Exam Roll No. immediately)

Exam Roll No.

END-TERM EXAMINATION

FIFTH SEMESTER [BCA] – DECEMBER 2005

Paper Code: BCA307

Subject: E-Commerce

Time : 3 Hours (Batch – 2001, 2002 & 2003) Maximum Marks : 75

Note: Attempt any five questions.

- Q.1 (a) What are the key differences between traditional commerce and electronic commerce? 5
(b) How does e-commerce lead to lower costs? Explain. 5
(c) What are the major limitations on the growth of e-commerce? 5
- Q.2 (a) Describe the major types of e-commerce. 10
(b) 'E-Commerce has given birth to interactive marketing'. Elucidate. 5
- Q.3 (a) What are some of the major advantages and disadvantages of being first mover? 5
(b) Why is it difficult to categorize e-commerce business models? 5
(c) What is an application service provider? 5
- Q.4 (a) Discuss the key success factors for B2B hubs? How are they different from portals? 6
(b) Explain the concept of reverse auction by giving suitable example. 4
(c) How is EDI and B2B e-commerce related? Explain. 5
- Q.5 (a) Describe how Internet and web features and services support e-commerce. 8
(b) Explain the architecture of extranet. 7
- Q.6 (a) Discuss the disadvantages of credit cards as the standard for online payments. 5
(b) What are the primary differences between the SSL protocol and the SET protocol? 6

(c) Describe e-cash as an electronic payment option. 4

Q.7 (a) How could the Internet potentially change protection given to intellectual property? What capabilities make it more difficult to enforce intellectual property law? 7

(b) Describe the different methods used to protect online privacy. 8

Q.8 (a) Identify the tools used to establish secure Internet communications channels. 6

(b) What is the potential of growth in e-commerce in Indian organizations and also list the reasons for e-commerce not picking up fast in India. 9