END TERM EXAMINATION

FIFTH SEMESTER [BCA] DECEMBER 2007

Paper Code: BCA307   Subject: E-Commerce

Paper Id: 20307   Batch: (2005)

Time : 3 Hours   Maximum Marks : 75

Note: Attempt any five questions. All questions carry equal marks.

Q1   (a) What is E-Commerce? What are the key differences between traditional commerce and E-commerce?   (5)

      (b) How does e-commerce lead to lower costs in organizations? Explain.   (5)

      (c) Describe how Internet and web features and services support e-commerce.   (5)

Q2   (a) Differentiate between B2BEC and B2CEC   (5)

      (b) Explain the various steps for implementing E-commerce and also discuss the various issues related to it.   (10)

Q3   (a) What are the various E-commerce models? Explain each one in brief.   (10)

      (b) "E-commerce has given birth to interactive marketing" Comment on this statement.   (5)

Q4   What is IBM's E-business strategy? Explain the concept of SWOT. Apply SWOT to a multinational company for its electronic business strategies.   (15)

Q5   (a) Discuss various essentials of SET. Mention the four essential security requirements for safe and secure e-payments.   (10)

      (b) What are the benefits of Internet banking?   (5)

Q6   (a) Explain EDI. Describe the advantage of Internet based EDI over conventional EDI.   (5)

      (b) How electronic auctions work? Explain their benefits with example.   (5)

      (c) "Extranet is an important tool of B2B e-commerce." Comment.   (5)

Q7   (a) What is the potential of growth in E-commerce in Indian organizations in current scenario? Also discuss the reasons for E-commerce not picking up fast in India.   (5)

      (b) Discuss the role and impacts of websites on E-commerce.   (10)

Q8   (a) Explain various methods used to protect online privacy.   (5)

      (b) Identify major public safety and welfare issues raised by e-commerce.   (5)

      (c) Discuss the salient features of IT Act, 2000 and its relevance in present IT-age.   (5)

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END-TERM EXAMINATION

FIFTH SEMESTER [BCA] DECEMBER-2007

Paper Code: BCA-307	Subject: E-Commerce
Paper Id: 20307	Batch: (2001-2004)
Time : 3 Hours	Maximum Marks : 75

Note : Attempt any five question.

Q.1 Define the following terms: (**any five**) (3x5=15)
 (a) Electronic Newspapers
 (b) Virtual auctions
 (c) Internet Advertisements
 (d) Web casting
 (e) VAD and VPN
 (f) Intellectual Property
 (g) EFT
 (h) Domain Name

Q.2 (a) Describe in detail the advantages and disadvantages of e-market, (10)
 EDI and Internet commerce.
 (b) What are the various factors that need to be considered for success of (5)
 EC?

Q.3 (a) Explain methods for buyer's and seller's protection on Internet. (3x5=15)
 (b) Can both consumers and businesses use supplier-oriented marketplace?
 (c) Explain online catalogue.

Q.4 (a) Use Porter's model to assess the competitive position of a large online (10)
 bookshop. It is suggested that the assessment is of online trader and its
 conventional competitors. Consider all five forces separately to analyze
 competitive position.
 (b) Explain B2B, B2C, C2C, C2B. (5)

Q.5 (a) Describe the stored value cards as an electronic payment option. (7)
 What is the difference between *contact* and *contact less* cards?
 (b) What is the difference between public and secret Key encryption? (5)
 (c) Discuss the advantages and disadvantages of e-check system. (3)

Q.6 (a) Discuss various application areas of Intranet and Extranet. (7)
 (b) What are major limitations on the growth of e-commerce in India? (8)
 Suggest the ways to overcome these limitations.

Q.7 (a) Where is SWOT applied? Explain its elements with the help of an (5)
 example.
 (b) After analyzing an industry, what are the cooperative and competitive (5)
 strategies a company should consider?
 (c) What are Virtual Communities? What are sociological and economical (5)
 aspects of virtual communities?

Q.8 (a) While implementing EC, What are the various legal and ethical issues (6)
 involved?
 (b) What are the dangers to private information transmitted in EC? How (6)
 privacy is protected?
 (c) What is the future of EC? (3)