

END TERM EXAMINATION

FIFTH SEMESTER [BCA] DECEMBER-2012

Paper Code: BCA307

Subject: E-Commerce

Time : 3 Hours

Maximum Marks : 75

**Note: Attempt five questions including Q.no.1 which is compulsory.
Select one question from each unit.**

Q1 Explain **any five** of the following in brief:- (3x5=15)

- (a) Online Commercial Transaction Model
- (b) Electronic Funds Transfer
- (c) Virtual Shopping Cart
- (d) Web Casting
- (e) Procurement Reengineering
- (f) Online Catalog
- (g) Trade cycle in business

UNIT-I

Q2 (a) What is e-commerce? Differentiate between Traditional Commerce and Modern E-commerce. Also, give the benefits of e-commerce. (8)

(b) What do you mean by the term "Competitive Advantage"? Discuss the four major competitive forces designed by Porter. (7)

Q3 (a) Explain the concept of EDI with suitable architecture. (6)

(b) Differentiate between value chain and supply chain. (3)

(c) Explain the term "Business Environment". What are the different factors that affects on a business? (6)

UNIT-II

Q4 (a) What do you mean by the term Business Models? Compare B2B, B2C and C2C. (6)

(b) How supplier oriented market place differs from buyer oriented and intermediary market place? (5)

(c) What is Just-in-time Delivery? How it affects on a business? (4)

Q5 (a) How is Traditional EDI different from internet based EDI? Is web based EDI more advantageous than the traditional one? (7)

(b) Explain the term Intranet and Software Agents? How Software Agents help in business? (5)

(c) Discuss the structure of extranets. (3)

UNIT-III

Q6 (a) Discuss the salient features of IT 2000 Act. (3)

(b) What is SWOT Analysis? Explain its elements with the help of an example. (8)

(c) Discuss the various legal and ethical issues involved in E-commerce. (4)

Q7 (a) What do you mean by the term "Encryption"? Differentiate between Public and Secret Key Encryption. Explain encryption policies in E-commerce. (9)

(b) Describe the stored value card as an electronic payment option. What is the difference between contact and contact less cards? (6)

UNIT-IV

Q8 (a) After analyzing an industry, what are the cooperative and competitive strategies a company should consider? (8)

(b) What is virtual community? Explain the impact of virtual community in E-commerce. (7)

Q9 (a) Write short note on the following:- (7)

- (i) "Internet Security" (ii) Web based client-server

(b) Is E-commerce helpful for future growth of market? Explain. Also, discuss the major factors that could facilitate E-commerce in future. (8)
