END TERM EXAMINATION

FIFTH SEMESTER [BCA] DECEMBER 2013

Paper Code: BCA-305	Subject: E-Commerce (Batch 2011 onwards)
Time : 3 Hours	Maximum Marks :75

Note: Question 1 is compulsory. Attempt one question from each unit.

Q.1　Attempt **any five:**　　　　　　　　　　　　　　　　(5X5=25)

(a) Define E-commerce. What are the problems with manual system of business?

(b) Discuss various tools and technologies for E-commerce.

(c) What is a search engine? Give some Search engine optimization techniques.

(d) Describe Virtual Private Network with its architechture.

(e) What is Push, pull and built to order model of supply chain?

(f) Explain Business Process Management and Business Process re-engineering.

(g) What is the purpose and functions of Customer Relationship Management (CRM)?

UNIT – I

Q.2　What is EDI? Give the components of EDI and its layered architecture.(12.5)

Q.3　Why companies are using web advertising? What are various methods of web advertising?　　　　　　　　　　　　　　　　(12.5)

UNIT – II

Q.4　(a) What are the various modes of Electronic payment?　　　(6)
　　　(b) Discuss the security issues in e-commerce transactions?　(6.5)

Q.5　(a) Describe Public-Private key cryptography.　　　　　　(6)
　　　(b) What are various types of security attacks.　　　　　(6.5)

UNIT – III

Q.6　Explain Porter's five forces Model of competitive advantage.　·(12.5)

Q.7　What is supply chain management? What are the activities in a value chain model?　　　　　　　　　　　　　　　　(12.5)

UNIT – IV

Q.8　(a) Give some technical issues in e-commerce.　　　　　　(6.5)
　　　(b) What is cyber crime? Give some frequently committed cyber crimes.(6)

Q.9　(a) Give some legal issues in e-commerce.　　　　　　　　(6)
　　　(b) Taking a case of any manufacturing business elaborate how e-commerce had contributed in its growth.　　　　　　　(6.5)

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