

END TERM EXAMINATION

FIFTH SEMESTER [BCA] DECEMBER-2014

Paper Code: BCA305

Subject: E-Commerce

(Batch: 2011 onwards)

Time : 3 Hours

Maximum Marks :75

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

Q1 Write short notes on **any ten** of the following:- (2.5x10=25)

- (a) Relationship between E-Commerce and E-Business.
- (b) E-Cash
- (c) Payment Gateway
- (d) Characteristics of a Marketing Site.
- (e) How can one select and register for domain name while setting up his own website?
- (f) VPN (Virtual Private Network)
- (g) Credit Card and Debit cards as a tool for Electronic Payment System.
- (h) SSL
- (i) Porters Five Forces Model
- (j) Ethical issues in E-Commerce
- (k) SET Protocol

UNIT-I

Q2 (a) What is Search Engine Optimization? Explain the various techniques involved in it. (5)

(b) Briefly explain various types of E-Commerce by making use of suitable examples. (7.5)

Q3 (a) "Market is driven by E-Commerce", Comment. Also, explain how Traditional Commerce is different from E-Commerce? (5)

(b) What do you understand by the term EDI? Give the layered architecture of EDI. (7.5)

UNIT-II

(a) Briefly explain the various Security issues associated with E-Commerce. (5)

(b) What role is played by Intranets and Extranets in E-Commerce Applications? Explain by using examples. (7.5)

Q5 (a) How is Internet Banking helping the customers in making transactions over the Internet? Explain in detail. (5)

(b) Define Cryptography. Explain how it can help in securing transactions that are held online along with the types of Cryptography that exists. (7.5)

UNIT-III

Q6 (a) What do we understand by Business Process Management? (5)

(b) Explain the various operations involved in a Call Centre alongwith the purpose they solve and technology they use. (7.5)

Q7 (a) Define Customer Relationship Management (CRM). (5)

(b) Enlist the various phases involved in Business Process Re-engineering in detail. (7.5)

UNIT-IV

Q8 What are the major provisions contained in the IT Act, 2000. Explain its relevance in the current era of Information Technology. (12.5)

Q9 (a) Discuss the various Technological issues in E-Commerce. (5)

(b) Explain UNEDIFACT Standards and Message Structure. (7.5)

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