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(20721)
BCA-VI Sem.

(Printed Pages/4)
Roll No.

18028(CV-II)

B.C.A. Examination, June-2021

E-Commerce

(BCA-603)

Time : 1½ Hours]

Maximum Marks : 75

Note : Attempt questions from all Sections
as per instructions.

Section - A

(Very Short Answer Questions)

Note : Attempt any **two** questions. Each
question carries 7.5 marks. Very short
answer is required not exceeding 75
words. $2 \times 7.5 = 15$

1. What do you understand by 'Biometric Identification'?

2. What do you mean by 'Electronic Markets'?
3. What is 'Multimedia Delivery'?
4. Give the names of any three B2B models, used in e-commerce.
5. What is meant by 'Supply chains'?

Section - B

(Short Answer Questions)

Note : Attempt any **one** question from this
section. Each carries 15 marks.

$1 \times 15 = 15$

6. What do you mean by 'digital signatures' and how they are used in e-payments?
7. What are the consequences of cyber attacks?
8. What is 'Viral Marketing'? How the internet and rich media has accelerated the growth of viral marketing?

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Section - C

(Long Answer Questions)

Note : Attempt any **two** questions from this section. Each carries 22.5 marks.

$$2 \times 22.5 = 45$$

9. What is Electronic Data Interchange?
Discuss its benefits and applications.
10. Describe the ethical and other public policy issues relating to e-commerce.
11. What are the various security threats to e-commerce? What measures can be taken to protect it?
12. What do you understand by "Extranets"?
Describe the business models of extranet applications.

13. Explain the following in brief:

- (a) A network of networks
- (b) e-cash
- (c) Push vs. Pull technology