

Dr. Babasaheb Ambedkar Open University
Term End Examination July – 2021

Course	:	BCA	Date	:	08-Aug-2021
Subject Code	:	BCA - 501(OLD)	Time	:	01:00pm to 03:00pm
Subject Name	:	E - Commerce	Duration	:	02 Hours
			Max. Marks	:	50

Section A

Answer the following (Attempt any two) (20)

1. Explain E-Marketing
2. What are the different security method for E-Commerce? Explain it.
3. Explain architecture of E-Commerce
4. In what why security is critical in e-commerce?

Section B

Answer the following (Attempt any three) (15)

1. Short note on IP address.
2. Explain B2C Model
3. Compare and contrast intranet and extra-net.
4. Short note on LAN , WAN
5. Explain electronic cash

Section C

Part – A (Multiple Choice Questions)

(10)

1. _____ is early form e-commerce
A EDI
B SCM
C Non of these
D all of above
2. Which of the following is part of four main types of e-commerce?
A B2B
B C2C
C C2B
D all of above
3. Which type of E-commerce focus on consumer dealing with each other
A B2B
B B2C
C C2D
D C2B
4. Unique value auction is mainly applies to?
A New products
B Second hand products
C Engineering products
D None of the above
5. Which of the following is not party of SCM
A Supplier
B Manufacture
C Distributor
D customer
6. A_____--is the set of planned activity designed to result in a profit in a market place
A Business model
B Profit Model
C Business plan
D Revenue plan.

- 7 Which will not harm computer resources
A Firewall B Virus
C Trojan Horse D None of above
- 8 The fastest growing form of online advertising is _____
A Rich media / video ads B Pop up ads
C Banner ads D Discount ads
- 9 The solution for the all business need is
A EDI B ERP
C SCM D none of above
- 10 Which of the following is the primary characteristic of an intranet?
A People outside the organization can access it B People inside the organization can't access it
C People outside the organization can't access it D None of above

Part – B (Do as Directed)

(05)

- 1 E-commerce is commerce, but it is commerce accelerated and enhanced by IT, in particular the Internet. True/ False
- 2 Which type of activities can be included under business activities
- 3 Define C2C
- 4 Demand aggregation combines purchase requests from multiple buyers into a single large order, which justifies a discount from the business. True/ False
- 5 Define C2B.
