E-Comm.

Roll No. .....

# 305/335

## B.C.A. (Part-III) Examination, 2023

(Faculty of Science)

(Three Year Scheme of 10+2+3 Pattern)

### **E-Commerce**

Paper: 305/335

Time Allowed: 3 Hours

Maximum Marks: 100

Answer of all the questions (Short answer as well as are to be given in the main answer-book only. Answers of short answer type questions must be given in sequential order. Similarly all the parts of one question of descriptive part should be answered at one place in the answer-book. One complete question should not be answered at different places in the answer-book.

Write your roll number on question paper before you start writing answers of questions.

Question paper consists of Three parts.

#### All Three parts are Compulsory

PART-I: (Very short answer) consists of 10 questions of 2 marks each. Maximum limit for each question is up to 40 words.

PART-II: (Short answer) consists of 5 questions of 4 marks each, Maximum limit for each question is up to 80 words.

PART-III: (Long answer) consists of 5 questions of 12 marks each with one question from each unit with internal choice.

#### **PART-I**

1. Attempt all questions. Each question carries 2 marks.

 $10 \times 2 = 20$ 

(a) What is E-Commerce?

What do you understand by Competitive Advantage?

What do you mean by understanding Implementation?

What is Mobile Shopping?

What is Smart Card?

What is Reputation Risk?

What do you mean by Tokenization?

(M) What is E-Marketing?

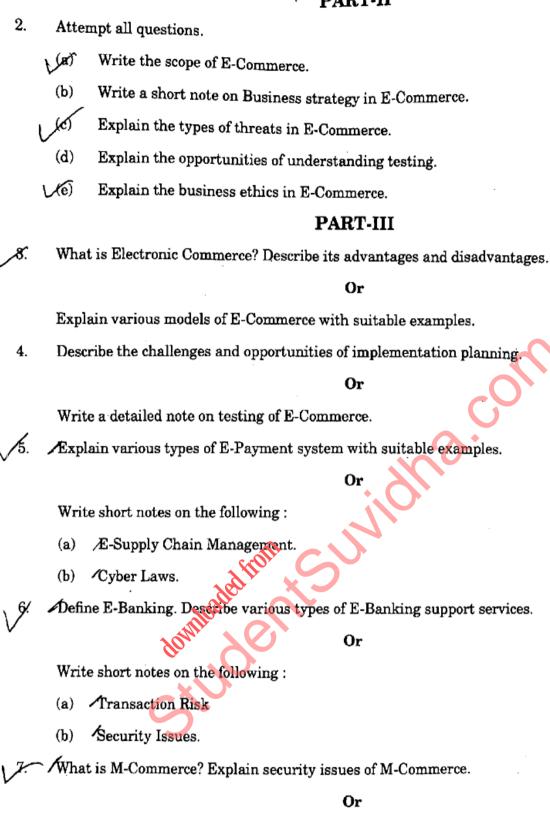
Mhat is E-Wallet?

(j) What is 3D Security?

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P.T.O.

#### PART-II



(a)

(b)

Write short notes on the following:

Mobile Deliver Technology.

On-Line Shopping

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