END TERM EXAMINATION

FIFTH SEMESTER [BCA] NOVEMBER - DECEMBER 2017

Paper Code: BCA-305	Subject: E-Commerce
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) E-Business
   (b) Notifications in EDI
   (c) Digital wallet
   (d) Push, Pull Model of Supply Chain
   (e) Trade cycle
   (f) SEO
   (g) SET Protocol
   (h) Vertical and horizontal portals
   (i) Security in E-commerce
   (j) UN-EDIF ACT standard
   (k) Intellectual property protection

UNIT-I

Q2 (a) What do we understand by the term E-commerce? State the reasons for shifting from traditional commerce to e-commerce.   **(6.5)**
   (b) What do we understand by the term Electronic Data Interchange? Give its layered architecture.   **(6)**

Q3 Explain various types of E-commerce with examples.   **(12.5)**

UNIT-II

Q4 (a) What are the various modes of electronic payments?   **(6)**
   (b) Distinguish between Symmetric and Asymmetric cryptography.   **(6.5)**

Q5 (a) How Intranets are different from Extranets. Explain with the help of suitable examples.   **(6.5)**
   (b) Write short note on Digital Signatures.   **(6)**

UNIT-III

Q6 (a) Compare the supply chain management of tourism company selling tourism packages with the e-commerce company selling online packages.   **(6.5)**
   (b) Discus the various call centre operations.   **(6)**

Q7 (a) Briefly explain Porter's Value chain Model.   **(6.5)**
   (b) How customer relationship can be managed for e-commerce websites?**(6)**

UNIT-IV

Q8 (a) Discuss the various legal issues existing in e-commerce.   **(6.5)**
   (b) Discuss the 128 bit IP addressing issue.   **(6)**

Q9 (a) What do we understand by the term Cyber Crime? Explain with the help of examples.   **(6)**
   (b) How E-commerce is helping in achieving customer satisfaction. Explain by taking example of Airline reservation system.   **(6.5)**

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