

Roll No.

Total Pages : 3

311402

May, 2023

**BCA 4th SEMESTER
E-Commerce (BCA-17-207)**

Time : 3 Hours]

[Max. Marks : 75

Instructions :

- 1. It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
- 2. Answer any four questions from Part-B in detail.*
- 3. Different sub-parts of a question are to be attempted adjacent to each other.*

PART-A

1. (a) Explain the meaning of E-Commerce. (1.5)

(b) What is electronic fund transfer? (1.5)

(c) What is Business to Business E-Commerce (B2B)? (1.5)

(d) What is CRM? (1.5)

(e) Define the term "E-Security". (1.5)

(f) Explain the need and advantages of digital signature. (1.5)

311402/305/111/5

25 [P.T.O.]



- (g) What is IPR? (1.5)
- (h) What is the difference between credit card and debit card? (1.5)
- (i) What do you mean by E-Governance? (1.5)
- (j) Define EDI. (1.5)

PART-B

- 2. (a) Differentiate between traditional commerce and E-Commerce. Discuss how e-commerce is helpful for business success? (6)
- (b) Why security is important in E-Commerce? What are the security issues to be considered while designing a security system for e-commerce? (9)
- 3. (a) Define EDI. What is the layered architecture of EDI? How EDI is applicable in business? (9)
- (b) What are the four types of consumer-oriented applications of E-commerce? Discuss them briefly. (6)
- 4. (a) Explain the concept of Supply Chain Management in detail. Why it is important to any industry or any organization? Illustrate by citing suitable examples. (9)
- (b) What are the various obstacles in adopting E-Commerce applications? Also discuss the future of E-commerce. (6)

5. (a) What are the different legal aspects of IT security? How do these influence business in the present scenario? (9)
- (b) Discuss in detail the various advantages and disadvantages of online advertisement. (6)
6. (a) What types of electronic payment systems are required in E-Commerce? Why are there different types of payment systems? Explain the necessary characteristics of each type of payment system and give an example of each where it is used. (9)
- (b) What is public key encryption? In what way is it different from private key encryption? Why is it important in E-Commerce? (6)
7. Write short notes on the following : (15)
- (i) Porter's value chain model.
- (ii) Computer security classification.
- (iii) Applications of e-commerce in direct marketing and selling.
-