Bachelor of Computer Applications 6th Semester

1059

E-COMMERCE

Paper—BCA-16-601

Time Allowed : Three Hours]   **[Maximum Marks : 65**

Note :— Attempt *five* questions in all. Select *one* question each from Sections A-D. Section E is compulsory.

SECTION—A

1. (a) What do you mean by E-Commerce ? What features of E-Commerce are making it popular in India ? Describe with small examples.   7

   (b) What are the major components of an Electronic Data Interchange (EDI) system ? Explain.   6

2. (a) Draw a brief comparison among various types of E-Commerce known to you.   7

   (b) What is Electronic Data Interchange (EDI) ? What are its various benefits ? Briefly discuss.   6

SECTION—B

3. (a) What is a domain-name ? How does a company with a new Website select and register a domain-name ? Discuss the steps. 7

   (b) What are the procedures to evaluate effectiveness of advertisements in E-Commerce ? Discuss. 6

4. (a) What are major phases in building an E-Commerce website ? Describe with the help of a block diagram. 7

   (b) Which metrics are popularly used for Web Traffic analysis ? Describe their usage. 6

SECTION—C

5. (a) How debit and credit cards are used for making payments in E-Commerce ? Explain. 7

   (b) What do you mean by Electronic purses ? What are the benefits of using them ? Discuss. 6

6. (a) What are the advantages of Electronic bill payment system in context of India ? Also discuss its challenges. 7

   (b) How E-Cash is used for E-Commerce transactions ? Discuss the process. 6

SECTION—D

7. (a) What do you mean by Mobile Commerce ? How is it different from E-Commerce ? Explain. 7

   (b) How does IT Act-2000 protect against various cyber crimes in India ? Briefly discuss. 6

8. (a) What are the positive and negative effects of E-commerce on the Indian retailing industry ? Discuss with live examples. 7

   (b) What are the essential components of Mobile Commerce framework ? Describe them. 6

SECTION—E (Compulsory)

9. (a) Enlist challenges in the growth of E-Commerce. 2

   (b) What do you mean by Search Engine opitimization ? 2

   (c) How can a customer stay safe while making online payments ? 2

   (d) What is an EDI format ? 2

   (e) What are the features of Interbank Clearing System (ICS) ? 2

   (f) What is meant by cyber forensics ? 2

   (g) What is the role of shopbot in E-Commerce ? 1