

(i) Printed Pages : 2

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(ii) Questions : 9

Sub. Code :

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Exam. Code :

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**Bachelor of Computer Applications 6<sup>th</sup> Semester**

**(2053)**

**E-COMMERCE**

**Paper-BCA-16-601**

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

**Note :—** Attempt one question from each Unit and the compulsory question. All questions carry equal marks.

**UNIT—I**

1. Define E-Commerce. Contrast E-Commerce with the traditional business systems and explain the types of E-commerce with suitable examples.
2. Define Electronic Data Interchange (EDI). Differentiate between traditional and EDI enabled system for document exchange. Discuss the EDI Message Structure in brief.

**UNIT—II**

3. What is a Website ? What are the steps in developing a Website ? Discuss in detail. Also write a brief note on the web authoring tools.
4. (a) What do you mean by Web Traffic Analysis ? What are the various means of Web Traffic Analysis ?  
(b) What is Search Engine Optimization ?

### **UNIT—III**

5. Discuss the various online payment systems, giving the merits and problems of each in detail.
6. (a) Discuss the electronic bill payment system in brief.  
(b) What is Inter-bank clearing system ?

### **UNIT—IV**

7. Define Mobile Commerce. Discuss the mobile commerce framework in detail.
8. Elaborate in detail the applications of E-Commerce in retailing, banking and e-governance.

#### **(Compulsory Question)**

9. Answer the following questions in brief :
  - (a) EDI standards
  - (b) Elements of a webpage
  - (c) Strategic benefits of E-Commerce
  - (d) Cyber Crimes.