

(i) Printed Pages : 3

Roll No.

(ii) Questions : 9 Sub. Code :

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Exam. Code :

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Bachelor of Arts (FYUP) 1st Semester
(2124)

COMPUTER SCIENCE & APPLICATION

Paper : E-Commerce COMIDC1

Time Allowed : Three Hours]

[Maximum Marks : 75

Note :— Attempt **FIVE** questions in all, selecting **ONE** each from Sections A-D and Section E is compulsory.

SECTION—A

1. (a) What is E-commerce ? How does it help in overcoming problems of traditional business systems ? Discuss with small examples. 8
- (b) Draw a brief comparison among various types of E-commerce known to you. 7
2. (a) What are the major components of Electronic Data Interchange ? Explain with the help of a block diagram. 8
- (b) What are the strategic benefits of Electronic Data Interchange ? Describe. 7

SECTION—B

3. (a) What are various steps in setting up a business on the Internet ? Discuss with an appropriate example. 8

- (b) What is a domain-name ? What are the considerations for choosing a domain-name ? Discuss. 7
4. (a) What do you mean by Web Traffic Analysis ? What potential benefits does it provide to organizations ? Describe. 8
- (b) What do mean by Search Engine Optimization ? How does it work ? Describe. 7

SECTION—C

5. (a) How credit and debit cards are used in E-commerce transactions ? Briefly discuss. 8
- (b) What do you mean by electronic bill payment system ? How does it function ? Discuss. 7
6. (a) What do you mean by Electronic Purse in context of E-commerce ? What are the major advantages and disadvantages of using Electronic Purses ? Discuss. 8
- (b) How does the Inter Bank Clearing System work ? Describe. 7

SECTION—D

7. (a) What is Mobile-commerce ? Briefly discuss the challenges faced by sellers and buyers in M-Commerce. 8
- (b) How does Indian IT Act, 2000 protect E-commerce buyers ? Discuss. 7
8. (a) Outline the general framework of Mobile-commerce with the help of a block diagram. 8
- (b) What do you mean by Cyber Crime ? Which types of Cyber Crime are generally encountered by E-commerce organizations ? Discuss. 7

SECTION—E (Compulsory)

9. Attempt the following :

- (a) Differentiate between B2B and C2C E-commerce. Also mention their examples.
- (b) How can you measure effectiveness of advertisement in context of E-commerce ?
- (c) How does E-cheque payment system work ? Brief out.
- (d) Briefly discuss the impact of Mobile and related technologies on Banking.
- (e) What is the process of Cyber Crime Complaint in India ?
Mention.

5×3=15