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Roll No. ....

97691

BCA 6th Semester  
Examination – April, 2019

E-COMMERCE

Paper : BCA-306

Time : Three Hours ]

[ Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

**Note :** Attempt five questions in all. Question Number 1 is compulsory. In addition to compulsory question, attempt four more questions by selecting one question from each Unit. All questions carry equal marks.

SECTION – A

1. Explain the following :

(a) Transaction Integrity

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- (b) Internet
- (c) Traditional Commerce Vs Electronic Commerce
- (d) E-Commerce in Service Industry
- (e) EDI Implementation
- (f) Computer Security
- (g) Electronic Commerce Assets
- (h) E-Commerce Channels

#### UNIT - I

2. (a) What is E-Commerce ? Explain Scope of E-Commerce in detail.
- (b) Explain the Obstacles in adopting E-Commerce and Impact of E-Commerce in detail.
3. Explain the following in detail :
  - (a) Future of E-Commerce and Electronic markets.

- (b) Application of E-Commerce in Direct Marketing and selling.

#### UNIT - II

4. (a) What do you mean by security Threats in E-Commerce ? Explain Security policy and integrated security in detail.
- (b) Write detail note on Communication Channel Threats and Server Threats in detail.
5. What do you mean by value chain in Electronic Commerce ? Explain supply chain, Inter-organizational value chains and porter's value chain model in detail.

#### UNIT - III

6. What is Electronic Payment System ? Explain Electronic cash and electronic wallets in detail. Also explain Smart card and Credit card system in detail.
7. Explain the following in detail :
  - (a) Insuring Transaction Integrity and Protecting Client computers.

- (b) Protecting E-Commerce Assets and Protecting Intellectual Property.

#### UNIT - IV

8. (a) What is EDI ? Explain the benefits of EDI and EDI standards in detail.
- (b) What do you mean by Business to Business E-Commerce ? Explain Inter-organizational Transaction in detail.
9. Explain the following in detail :
- (a) Credit Transaction Trade Cycle in detail.
- (b) EDI implementation and EDI Security.

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