END TERM EXAMINATION

FIFTH SEMESTER [BCA] DECEMBER-2014

Paper Code: BCA305	Subject: E-Commerce
	(Batch: 2011 onwards)
Time : 3 Hours	Maximum Marks :75

**Note: Attempt any five questions including Q.no.1 which is compulsory.
Select one question from each unit.**

Q1   Write short notes on **any ten** of the following:-   (2.5x10=25)
  (a) Relationship between E-Commerce and E-Business.
  (b) E-Cash
  (c) Payment Gateway
  (d) Characteristics of a Marketing Site.
  (e) How can one select and register for domain name while setting up his own website?
  (f) VPN (Virtual Private Network)
  (g) Credit Card and Debit cards as a tool for Electronic Payment System.
  (h) SSL
  (i) Porters Five Forces Model
  (j) Ethical issues in E-Commerce
  (k) SET Protocol

UNIT-I

Q2   (a) What is Search Engine Optimization? Explain the various techniques involved in it.   **(5)**
  (b) Briefly explain various types of E-Commerce by making use of suitable examples.   **(7.5)**

Q3   (a) "Market is driven by E-Commerce", Comment. Also, explain how Traditional Commerce is different from E-Commerce?   **(5)**
  (b) What do you understand by the term EDI? Give the layered architecture of EDI.   **(7.5)**

UNIT-II

Q4   (a) Briefly explain the various Security issues associated with E-Commerce. **(5)**
  (b) What role is played by Intranets and Extranets in E-Commerce Applications? Explain by using examples.   **(7.5)**

Q5   (a) How is Internet Banking helping the customers in making transactions over the Internet? Explain in detail.   **(5)**
  (b) Define Cryptography. Explain how it can help in securing transactions that are held online along with the types of Cryptography that exists.   **(7.5)**

UNIT-III

Q6   (a) What do we understand by Business Process Management?   **(5)**
  (b) Explain the various operations involved in a Call Centre alongwith the purpose they solve and technology they use.   **(7.5)**

Q7   (a) Define Customer Relationship Management (CRM).   **(5)**
  (b) Enlist the various phases involved in Business Process Re-engineering in detail.   **(7.5)**

UNIT-IV

Q8   What are the major provisions contained in the IT Act, 2000. Explain its relevance in the current era of Information Technology.   **(12.5)**

Q9   (a) Discuss the various Technological issues in E-Commerce.   **(5)**
  (b) Explain UNEDIFACT Standards and Message Structure.   **(7.5)**

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