

END TERM EXAMINATION

FIFTH SEMESTER [BCA] DECEMBER 2007

Paper Code: BCA307

Paper Id: 20307

Time: 3 Hours

Subject: E-Commerce

Batch: (2005)

Maximum Marks :75

Note: Attempt any five questions. All questions carry equal marks.

- Q1** (a) What is E-Commerce? What are the key differences between traditional commerce and E-commerce? (5)
- (b) How does e-commerce lead to lower costs in organizations? Explain. (5)
- (c) Describe how Internet and web features and services support e-commerce. (5)
- Q2** (a) Differentiate between B2BEC and B2CEC. (5)
- (b) Explain the various steps for implementing E-commerce and also discuss the various issues related to it. (10)
- Q3** (a) What are the various E-commerce models? Explain each one in brief. (10)
- (b) "E-commerce has given birth to interactive marketing" Comment on this statement. (5)
- Q4** What is IBM's E-business strategy? Explain the concept of SWOT. Apply SWOT to a multinational company for its electronic business strategies. (15)
- Q5** (a) Discuss various essentials of SET. Mention the four essential security requirements for safe and secure e-payments. (10)
- (b) What are the benefits of Internet banking? (5)
- Q6** (a) Explain EDI. Describe the advantage of Internet based EDI over conventional EDI. (5)
- (b) How electronic auctions work? Explain their benefits with example. (5)
- (c) "Extranet is an important tool of B2B e-commerce." Comment. (5)
- Q7** (a) What is the potential of growth in E-commerce in Indian organizations in current scenario? Also discuss the reasons for E-commerce not picking up fast in India. (5)
- (b) Discuss the role and impacts of websites on E-commerce. (10)
- Q8** (a) Explain various methods used to protect online privacy. (5)
- (b) Identify major public safety and welfare issues raised by e-commerce. (5)
- (c) Discuss the salient features of IT Act, 2000 and its relevance in present IT-age. (5)

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FIFTH SEMESTER [BCA] DECEMBER-2007

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Time : 3 Hours

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Batch: (2001-2004)

Maximum Marks : 75

Note : Attempt any five question.

- Q.1 Define the following terms: (any five) (3x5=15)
- (a) Electronic Newspapers
 - (b) Virtual auctions
 - (c) Internet Advertisements
 - (d) Web casting
 - (e) VAD and VPN
 - (f) Intellectual Property
 - (g) EFT
 - (h) Domain Name
- Q.2 (a) Describe in detail the advantages and disadvantages of e-market, EDI and Internet commerce. (10)
- (b) What are the various factors that need to be considered for success of EC? (5)
- Q.3 (a) Explain methods for buyer's and seller's protection on Internet. (3x5=15)
- (b) Can both consumers and businesses use supplier-oriented marketplace?
- (c) Explain online catalogue.
- Q.4 (a) Use Porter's model to assess the competitive position of a large online bookshop. It is suggested that the assessment is of online trader and its conventional competitors. Consider all five forces separately to analyze competitive position. (10)
- (b) Explain B2B, B2C, C2C, C2B. (5)
- Q.5 (a) Describe the stored value cards as an electronic payment option. (7)
- What is the difference between *contact* and *contact less* cards?
- (b) What is the difference between public and secret Key encryption? (5)
- (c) Discuss the advantages and disadvantages of e-check system. (3)
- Q.6 (a) Discuss various application areas of Intranet and Extranet. (7)
- (b) What are major limitations on the growth of e-commerce in India? (8)
- Suggest the ways to overcome these limitations.
- Q.7 (a) Where is SWOT applied? Explain its elements with the help of an example. (5)
- (b) After analyzing an industry, what are the cooperative and competitive strategies a company should consider? (5)
- (c) What are Virtual Communities? What are sociological and economical aspects of virtual communities? (5)
- Q.8 (a) While implementing EC, What are the various legal and ethical issues involved? (6)
- (b) What are the dangers to private information transmitted in EC? How privacy is protected? (6)
- (c) What is the future of EC? (3)