

Roll No.

MCA–22(B)

E-Commerce

Master of Computer Applications (MCA-11/16/17)
Sixth Semester, Examination, 2018

Time : 3 Hours

Max. Marks : 80

Note : This paper is of **eighty (80)** marks containing **three (03)** Sections A, B, C. Attempt the questions contained in these Sections according to the detailed instructions given therein.

Section–A

(Long Answer Type Questions)

Note : Section ‘A’ contains four (04) long answer type questions of nineteen (19) marks each. Learners are required to answer *two* (02) questions only.

1. What is e-Commerce ? Describe various components of e-Commerce.
2. Describe various applications of e-Commerce.
3. Describe various security issues in e-Commerce in detail.
4. Write short notes on the following :
 - (a) e-Marketing
 - (b) Smart Card

(B-90) P. T. O.

Section-B**(Short Answer Type Questions)**

Note : Section 'B' contains eight (08) short answer type questions of eight (08) marks each. Learners are required to answer *four* (04) questions only.

1. What is EDI ?
2. Discuss the features of online bookshop.
3. Compare B2B2C and C2B2C model with proper examples.
4. What is web hosting ?
5. Explain the benefit of digital signature.
6. Describe supply chain execution framework.
7. How should merchants promote their e-Commerce sites ?
8. Explain the term 'Auction'.

Section-C**(Objective Type Questions)**

Note : Section 'C' contains ten (10) objective type questions of one (1) mark each. All the questions of this Section are compulsory.

1. Most of the people are uncomfortable while buying on internet.
 - (a) Books
 - (b) Furniture
 - (c) Movies
 - (d) All of the above
2. Encryption can be done :
 - (a) Only on textual data
 - (b) Only on ASCII coded data
 - (c) On any bit string
 - (d) Only on mnemonic data

3. EDI standard :
 - (a) is not easily available
 - (b) defines several hundred transaction sets for various business forms
 - (c) is not popular
 - (d) defines only a transmission protocol
4. All of the following are metrics for e-Mail campaigns except
 - (a) open rate
 - (b) delivery rate
 - (c) bounce-back rate
 - (d) cart conversion rate
5. All of the following are advantages of using on internet except :
 - (a) cross-platform capability
 - (b) security restrictions so employees cannot access the company network from home
 - (c) open standards
 - (d) reduced hardware and software costs
6. What is the name of the card which can be used by the buyers during the time of purchase and in which the amount will be immediately debited from the buyers account ?
 - (a) Smart Card
 - (b) Debit Card
 - (c) Credit Card
 - (d) Power Card

7. Which of the following is the largest community in classification of e-Commerce ?
- (a) B to B
 - (b) B to C
 - (c) B to G
 - (d) G to G
8. Which of the following is not the example of Business to Consumer (B to C) e-Commerce ?
- (a) Amazon.com
 - (b) e-bay.com
 - (c) dell.com
 - (d) None of these
9. The types of B to B e-Commerce are :
- (a) Direct selling and support to business
 - (b) Industry portals
 - (c) Information sites about an industry
 - (d) All of the above
10. is the process of recreating a design by analyzing a final product.
- (a) Forward Engineering
 - (b) Reverse Engineering
 - (c) Backward Engineering
 - (d) None of the above