MCA–22 (Elective II)

E-Commerce

Master of Computer Applications (MCA–11/16)

Sixth Semester, Examination, 2017

Time : 3 Hours   **Max. Marks : 60**

Note : This paper is of **sixty (60)** marks containing **three (03)** sections A, B and 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 fifteen (15) marks each. Learners are required to answer *two* (02) questions only.

1. Explain in detail the various types of e-Business transaction models.
2. Explain in detail the various modes of e-Payment system.
3. Define Electronic Data Interchange. What are the components of Electronic Data Interchange ?
4. Explain the following :
   (a) Digital certificates
   (b) Search engines
   (c) Web services
   (d) Cyber laws in India
   (e) Internet

Section–B
(Short Answer Type Questions)

Note : Section 'B' contains eight (08) short answer type questions of 5 (05) marks each. Learners are required to answer *four* (04) questions only.

1. What are the guidelines to be followed for successful online-advertising ?
2. Explain in detail the role of www in e-Commerce.
3. What are the important infrastructure needed for e-Commerce ?
4. Explain the different steps involved in the development of an e-Commerce website.
5. What is e-Commerce ? Discuss B2B2C and C2B2C model giving proper examples.
6. What is Firewall ? State the function of Firewall in e-Commerce.
7. Who are the stakeholders in e-Commerce information system ? Explain the benefits and limitations of e-Commerce.
8. What is e-Shopping ? What are the advantages and disadvantages of e-Shopping ?

Section–C
(Objective Type Questions)

Note : Section 'C' contains ten (10) objective type questions of one (01) mark each. All the questions of this section are compulsory.

1. By Electronic Commerce we mean :
    (a) Commerce of electronic goods
    (b) Commerce which depends on electronics

(c) Commerce which is based on the use of internet

(d) Commerce which is based on transactions using computers connected by telecommunication network

2. Electronic Data Interchange is necessary in :

(a) B2C e-Commerce

(b) C2C e-Commerce

(c) B2B e-Commerce

(d) Commerce using internet

3. EDI requires :

(a) representation of common business documents in computer readable forms

(b) data entry operators by receivers

(c) special value added networks

(d) special hardware at co-operating business premises

4. EDT standards are :

(a) not universally available

(b) essential for B2B commerce

(c) not required for B2B commerce

(d) still being evolved

5. EDI use :

(a) requires an extranet

(b) requires value added network

(c) can be done on internet

(d) requires a corporate intranet

6. A firewall is a :

    (a) wall built to prevent fires from damaging a corporate intranet

    (b) security device deployed at the boundary of a company to prevent unauthorized physical access

    (c) security device deployed at the boundary of a corporate intranet to protect it from unauthorized access

    (d) device to prevent all accesses from the internet to the corporate intranet

7. By encryption of a text we mean :

    (a) compressing it

    (b) expanding it

    (c) scrambling it to preserve its security

    (d) hashing it

8. The acronym DES stands for :

    (a) Digital Evaluation System

    (b) Digital Encryption Standard

    (c) Digital Encryption System

    (d) Double Encryption Standard

9. A digital signature is :

    (a) a bit string giving identity of a correspondent

    (b) a unique identification of a sender

    (c) an authentication of an electronic record by tying it uniquely to a key only a sender knows

    (d) an encrypted signature of a sender

10. In Electronic cash payment :

   (a)   a debit card payment system is used

   (b)   a customer buys several electronic coins which are digitally signed by coin issuing bank

   (c)   a credit card payment system is used

   (d)   RSA cryptography is used in the transactions