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Shree Damodar College of Commerce & Economics, Margao-Goa
TY BCA, Semester-VI, Semester End Examination, Repeat November 2022
E-Commerce Applications (CAC-121)

Duration: 2 Hours   **Max Marks: 60**

Instructions: 1) Figures to the right indicate Full Marks.
2) All Questions are compulsory.

Q1. A. **Define the following terms in one or two sentences.**   **(5 X 1 = 05)**
a. Supply Chain
b. Remote Servicing
c. Cataloging
d. Phishing
e. Order planning phase

Q1. B. **State True or False for the following statements and justify**   **(5 X 1 = 05)**
your answers.
a. Push advertising includes online banners.
b. Flipkart Shopping website is any example of B2B model.
c. The pre sale interaction phase of OMC involves the order scheduling step.
d. Consumer buying and selling the products online is an example of B2C model.
e. Fast loading of the page is one of the website design principle.

Q2. **Answer the following**   **(10)**
A. List any two applications of E-Commerce to supply chain management.   (02)
B. Define post sales service. Give an example.   (03)
C. Explain any two types of electronic payment system in detail. Give an example for each.   (05)

Q3. **Answer the following**   **(10)**
A. Give two points of difference between traditional market places and e-commerce webstores.   (02)
B. Explain the uses of Customer Relationship Management software in an organization.   (03)
C. Explain Content Marketing with the help of an example.   (05)

Q4. **Answer the following**   **(10)**
A. State any two advantages of using public networks in B2B e-commerce.   (02)
B. State any three measures for email security.   (03)
C. Explain the concept of Pull advertising with an example.   (05)

Q5. **Answer the following**   **(10)**
A. List any two etiquette rules of sending an email.   (02)
B. Explain e-commerce application in wholesale.   (03)
C. State and Explain the reasons for slow adaptability of EDI.   (05)

Q6. **Answer the following** **(10)**

A. List any two advantages of e-commerce. (02)

B. Define M-Commerce. Explain any two applications of M-Commerce. (03)

C. Explain value added networks. List one advantage and disadvantage of it. (05)