

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics, Margao-Goa  
TY BCA, Semester-VI, Semester End Examination, June 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. Customer Relationship Management
- b. Email security
- c. Content filtering
- d. Supply Chain
- e. Catalog Management

**Q1. B. State True or False for the following statements and justify your answers. (5 X 1 = 05)**

- a. The web counter counts the number of visitor hits related to the website.
- b. E-commerce is the buying and selling of products and services.
- c. The email etiquette rule requires to write the mail in capital letters.
- d. Debit card payment system requires to have the payment in account.
- e. EDI leads to more paper work.

**Q2. Answer the following (10)**

- A. State any two roles of website in B2C e-commerce. (02)
- B. Explain in brief any two types of E-Marketing. (03)
- C. Explain the concept of service digitization with an example. (05)

**Q3. Answer the following (10)**

- A. Give two points of difference between traditional commerce and e-commerce. (02)
- B. State any three services offered by the value added networks. (03)
- C. Explain the concept of Push advertising with an example. (05)

**Q4. Answer the following (10)**

- A. State any two types of web analytics methods. (02)
- B. Explain briefly the steps involved in order planning of OMC. (03)
- C. Explain the B2G model with an example. (05)

**Q5. Answer the following (10)**

- A. State any two advantages of electronic payment system over traditional payment system. (02)
- B. Explain in brief the B2C model with the help of an example. (03)
- C. Explain the EDI layered architecture. (05)

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

- A. State any two website design tips. (02)
- B. Explain in brief the credit card payment system. (03)
- C. Explain the B2B e-commerce model in detail. (05)