



B.C.A. (Semester – VI) Examination, April 2017

COMPUTER SCIENCE

Elective : E-Commerce Applications

Duration : 2 Hours

Total Marks : 50

**Instructions :** 1) *All questions are compulsory.*

2) *Figures to the right indicate marks.*

1. A) Define the following : (5×1=5)
- a) Demonetisation
  - b) Phishing
  - c) Retailing
  - d) Merchant
  - e) E-auctioning.
- B) Give an example of **each** : (5×1=5)
- a) Digitised product
  - b) Blackhat advertising
  - c) Card based payment system
  - d) Online webstore
  - e) Logistics firm.
2. A) Differentiate between traditional commerce and e-commerce. 2
- B) What are the key components of an e-commerce system ? 3
- C) Explain how e-commerce provides products at prices lower than market rates. 5

P.T.O.



3. A) Which is the largest e-commerce model in terms of user base and why ? 2
  - B) How are products interfaced to customers in e-commerce ? 3
  - C) Explain how e-commerce helps in e-governance of the state. 5
  4. A) What is affiliate marketing ? Give an example. 2
  - B) With suitable examples explain online services. 3
  - C) Explain the steps involved in purchasing products online. 5
  5. A) Why is push advertising at times an irritant to customers ? 2
  - B) What are the reasons for slow penetration of e-commerce in India. 3
  - C) Explain the concept of internet banking along with the different services offered. 5
-