



**B.C.A. (Semester – VI) Examination, April 2019**  
**COMPUTER SCIENCE**  
**Elective : E-Commerce Applications**

Duration : 2 Hours

Total Marks : 50

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

2) **Figures to the right indicate full marks.**

1. A) Define the following :

**(1×5=5)**

- i) Supply Chain
- ii) Website Goal
- iii) Pull Advertising
- iv) E-Wallet
- v) Firewall.

B) Give an example of **each** :

**(1×5=5)**

- i) Electronic Market
- ii) Crypto Currency
- iii) Shopping Aggregator
- iv) Affiliate Marketing
- v) Utility Navigation.

2. Answer the following :

A) State any two benefits of corporate blogs.

**2**

B) Explain the uses of Customer Relationship Management software in an organization.

**3**

C) Explain any two types of website navigation schemes with appropriate examples.

**5**

3. Answer the following :

A) State any two measures for E-Mail security.

**2**

B) Briefly explain the steps involved in order planning.

**3**

C) Explain the stages involved in the procurement life cycle of a company.

**5**

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4. Answer the following :

- A) State any two advantages of E-Marketing. 2
- B) Mention any two services offered by Value Added Networks. 3
- C) Write a note on EDI standards. 5

5. Answer the following :

- A) What is meant by non-repudiation ? 2
- B) State any three risk management options for providing e-commerce security. 3
- C) 'Electronic payments are prone to security threats'. Explain how security is hardened in e-payments. 5

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