



B.C.A. (Repeat) (Semester – VI) Examination, October 2015

COMPUTER SCIENCE

Elective : E-Commerce Applications

Duration : 2 Hours

Max. Marks : 50

Instructions : 1) *All questions are compulsory.*

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

3) *Draw diagrams wherever necessary.*

1. A) Give an example of each :

(5×1=5)

- i) B2C E-Commerce
- ii) Service digitization
- iii) Push advertising
- iv) C2A E-Commerce
- v) Remote Servicing.

B) Define the following :

(5×1=5)

- i) Phishing
- ii) Supply chain
- iii) E-purse
- iv) XML
- v) Black hat marketing.

2. Answer the following :

- a) State an advantage of using public networks in B2B E-Commerce. **2**
- b) Explain briefly the properties of e-cash. **3**
- c) Explain the website design strategy to identify goals of website. **5**

OR

- d) State and explain the reasons for slow acceptability of EDI. **5**

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3. Answer the following :

- a) List any two features of E-supply chain management. 2
- b) Explain the challenges faced by product digitization. 3
- c) Explain in brief models of B2B E-Commerce. 5

OR

- d) Explain the role of secure socket layer in E-Commerce. 5

4. Answer the following :

- a) Define intellectual property. 2
- b) What are smart cards ? Discuss the two types of smart cards. 3
- c) Explain the concept of Digital signature. 5

OR

- d) Explain the activities conducted in Mercantile process model from the consumer's perspective. 5

5. Answer the following :

- a) What is order planning in order management cycle ? 2
- b) Explain the functioning of e-cheque system. 3
- c) Explain the factors that makes E-Commerce successful in global trading environment. 5

OR

- d) Explain any two threats to E-mail security. 5
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