B.C.A. (Revised) (Semester – VI) Examination, April 2015
Computer Science – Elective : E-COMMERCE

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) Answer the following in **one** or **two** sentences :   **(5×1=5)**

    i) List any two online marketing business models.

    ii) Mention any two aspects of data security.

    iii) State any two advantages of online marketing.

    iv) List any two etiquette rules of sending an e-mail.

    v) Define catalog.

    B) Answer the following in **one** or **two** sentences :   **(5×1=5)**

    i) What is Customer Relationship Management ?

    ii) List out layers of EDI architecture.

    iii) Give two examples of C2C E-commerce.

    iv) What is Mercantile process model ?

    v) State two website design tips.

2. Answer the following :

    a) Differentiate between push and pull advertising.   2

    b) Explain how the use of E-commerce in wholesale sector is helpful ?   3

    c) Explain the different types of online advertising.   5

    OR

    d) Explain the measures of E-mail security.   5

3. Answer the following :

    a) What is E-supply chain management ?   **2**

    b) Explain the working of Digital signature.   **3**

    c) What is XML ? Explain the use of XML in EDI.   **5**

<div align="center">OR</div>

    d) What is e-cash ? State the properties of e-cash.   **5**

4. Answer the following :

    a) Mention the different standards of EDI.   **2**

    b) Explain the different types of electronic tokens.   **3**

    c) What is website copyright ?   **5**

<div align="center">OR</div>

    d) Explain the concept of service digitization with an example.   **5**

5. Answer the following :

    a) What is spyware ?   **2**

    b) Explain 3 advantages of VAN.   **3**

    c) List 5 factors that have made E-commerce successful in the global trading environment.   **5**

<div align="center">OR</div>

    d) Explain the concept of credit card system.   **5**

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