B.C.A. (Semester – VI) Examination, April 2016
CS Elective : E-COMMERCE APPLICATIONS

Duration : 2 Hours   Max. Marks : 50

Instructions : i) **All** questions are **compulsory**.
                      ii) *Figures to the* **right** *indicate* **full** *marks.*

1. A) Define the following and give an example of **each** :   (5×2=10)
    i) Search engine optimization
    ii) Card based payment system
    iii) B2B e-commerce
    iv) Social engineering
    v) Affiliate marketing.

2. Answer the following :
    A) State the applications of e-commerce in the service sector.   2
    B) What are the e-commerce website strategies ?   3
    C) Explain the concept of pull advertising with an example.   5

3. Answer the following :
    A) What are the features of e-supply chain management ?   2
    B) What is post sales service ? Give an example.   3
    C) What are the different types of online advertising ?   5

4. Answer the following :
    A) What are the different B2B models ?   2
    B) Explain the concept of a Value Added Network.   3
    C) What are the advantages of E-mail ? What are the different measures to
        enforce security in an e-mail system.   5

5. Answer the following :
    A) What is e-cash ? State the properties of e-cash.   2
    B) What are the different e-commerce security tools ?   3
    C) Explain the role of Secure Socket Layer in e-commerce.   5