

Roll No.

Total No. of Questions : 9]
(2104)

[Total No. of Printed Pages : 7

**BCA (CBCS) RUSA Vth Semester
Examination**

4103

E-COMMERCE

Paper : BCA-0502

Time : 3 Hours]

[Maximum Marks : 70

Note :- Attempt *five* questions in all, selecting *one* question each from Unit-I, II, III and IV. Question No. 1 (Part-A) is compulsory.

Part-A

[10×1=10]

(Compulsory Question)

1. (A) Attempt all parts. Select the correct option :

- (i) is not a major type of electronic commerce.
- (a). Consumer to Business
 - (b). Business to Consumer
 - (c). Business to Business
 - (d). Consumer to Consumer

(ii) Which E-Commerce model involves the sale of goods or services from businesses to the general public ?

- (a) Business to Government
- (b) Business to Consumer
- (c) Business to Business
- (d) Consumer to Business

(iii) is/are function(s) of E-Commerce.

- (a) Marketing
- (b) Supply Chain
- (c) Finance
- (d) All of these

CS-30

(1)

Turn Over

CS-30

(2)

(iv) This E-Commerce commercial enterprise model specifically specializes in selling services or products online :

- (a) Indirect Marketing
- (b) Online Direct Marketing
- (c) Brick and Mortar
- (d) Marketplace

(v) Which is a function of E-Commerce ?

- (a) Marketing
- (b) Advertising
- (c) Warehousing
- (d) All of these

(vi) is essentially a business process that connects manufacturers, retailers, customers and suppliers in the form of a chain to develop and deliver products.

- (a) E-commerce
- (b) EDI
- (c) Networking
- (d) SCM

(vii) is a class of advertising methods which are considered unethical and may even be illegal.

- (a) Advertorials
- (b) Pop-up ads
- (c) Spam e-mail
- (d) Malware

Fill in the blank spaces with appropriate words :

(viii) is a financial instrument which can be used more than once to borrow money or buy products and services on credit.

(ix) is basically a secure gate between our organization data and internet.

(x) encrypts payment card transaction data and verifies that both parties in the transaction are genuine.

(B) Answer the following in 25 to 40 words : $5 \times 4 = 20$

- (i) Discuss the growth and development of E-Commerce in India.
- (ii) Differentiate between traditional marketing from e-marketing.
- (iii) Write a short note on Search Engine Optimization.
- (iv) What are the risks associated with electronic payment systems ?
- (v) What are the components of e-CRM ?

Part-B

Unit-I

2. (a) Discuss the Anatomy of E-Commerce. [5]
(b) Elaborate the impact of E-Commerce in India. [5]
3. (a) Discuss the E-Commerce Consumer and Organization Applications. [5]
(b) Write a short note on prospects E-Commerce in India. [5]

CS-30

(5)

Turn Over

Part-C

Unit-II

4. Discuss in detail about advertising and marketing on the Internet. [10]
5. (a) Describe various tools used for internet marketing. [5]
(b) List out some weakness of Internet advertising. [5]

Part-D

Unit-III

6. Discuss various types of Electronic Payment Systems in detail. Also explain their benefits to the users and the merchants. [10]
7. What do you mean by EDI ? What are the components of Electronic Data Interchange ? Also discuss its advantages in Business. [10]

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(6)

Part-E

Unit-IV

8. How will you secure a Business over the Internet ?

Discuss the security policy, procedures and practices to secure a Business over the Internet. [10]

9. (a) Define customer relationship management. [5]

(b) Discuss the CRM utility in India. [5]

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