

Roll No.

97691

**BCA 6th Semester
Examination – November , 2018**

E-COMMERCE

Paper : BCA-306

Time : Three Hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : Attempt *five* questions in all. Question No. 1 will be **compulsory**. In addition to compulsory question, student will have to attempt *four* more questions selecting *one* question from each Unit.

1. Explain the following :

- (a) Traditional Commerce vs Electronic Commerce
- (b) Transaction integrity
- (c) E-Commerce in Industry
- (d) Change Card
- (e) Internet
- (f) Clients threats
- (g) EDI agreement
- (h) Electronic market

UNIT – I

2. (a) What is E-Commerce ? What are the benefits of E-Commerce ? Explain.
- (b) Explain Scope of E-Commerce in detail. Also Explain the Future of E-Commerce in detail.
3. Explain the following in detail :
 - (a) Application of E- commerce in Direct Marketing and selling.
 - (b) Impact of E-commerce.

UNIT – II

4. (a) What do you mean by value chain in Electronic commerce ? Explain supply chain and strategic Business unit chains in detail.
- (b) Write detail note on communication channel Threats and server Threats in detail.
5. (a) What do you mean by security Threats in E-commerce ? Explain security policy and integrated security in detail.
- (b) Write detail note on Inter -organizational value chains and porter's value chain model in detail.

UNIT – III

6. What is electronic payment system ? Explain electronic wallets, smart card and credit card system in detail.

7. Explain the following in detail :

- (a) Protecting E-commerce assets
- (b) Protecting intellectual property
- (c) Insuring transaction integrity
- (d) Protecting client computers

UNIT – IV

8. (a) What is EDI ? Explain the Benefits of EDI in detail.
- (b) What do you mean by EDI standards and EDI Security ? Explain in detail.
9. What do you mean by Business to Business E-Commerce ? Explain inter-organizational trade cycle and credit transaction trade cycle in detail.