Code : 303603

BCA 6th Semester Exam., 2022

masterranjeeet.com

E-COMMERCE

Time : 3 hours   Full Marks : 60

Instructions :

(i) The marks are indicated in the right-hand margin.

(ii) There are **SEVEN** questions in this paper.

(iii) Attempt **FIVE** questions in all.

(iv) Question Nos. **1** and **2** are compulsory.

1. Choose the correct answer (any *six*) :   2×6=12

   (a) Which segment do eBay, Amazon.com belong?

   (i) B2Bs   (ii) B2Cs

   (iii) C2Bs   (iv) C2Cs

   (b) Which of the following is not related to security mechanism?

   (i) Encryption

   (ii) Decryption

   (iii) e-cash

   (iv) All of the above

   (c) A combination of software and information designed to provide security and information for payment is called

   (i) digital wallet

   (ii) pop-up ad

   (iii) shopping cart

   (iv) encryption

   (d) Which of the following is/are advantage(s) normally associated with B2B e-commerce?

   (i) Shorter cycle times

   (ii) Reduction in costs

   (iii) Reaches wider audiences

   (iv) All of the above

   (e) What is the percentage of customers who visit a Web site and actually buy something called?

   (i) Affiliate programs

   (ii) Click-through

   (iii) Spam

   (iv) Conversion rate

(f) URL stands for

(i) Uniform Resource Locator

(ii) Universal Resource Locator

(iii) Universal Random Locator

(iv) Uniform Random Locator

(g) Which products are people most likely to be more uncomfortable buying on the Internet?

(i) Books

(ii) Furniture

(iii) Movies

(iv) All of the above

(h) Which factor determines when the IT system will be available for knowledge workers to access?

(i) Availability

(ii) Accessibility

(iii) Reliability

(iv) None of the above

(i) What are plastic cards of the size of a credit card that contain an embedded chip on which digital information can be stored?

(i) Customer relationship management system cards

(ii) E-government identity cards

(iii) FEDI cards

(iv) Smart cards

(j) Which of the following refers to creating products tailored to individual customers?

(i) Customization

(ii) Aggregation

(iii) Direct materials

(iv) Reverse auction

2. Answer any *three* of the following questions :

$4 \times 3 = 12$

(a) List the advantages and disadvantages of E-Commerce.

(b) Briefly discuss the variety of services offered by B2C model.

(c) What are two advantages of electronic commerce over traditional commerce?

(d) Briefly discuss Internet, Intranet and Extranet.

(e) Explain some security threats in the E-Commerce environment.

3. Explain EDI architecture. 12

4. What is a payment gateway? Why do we need a payment gateway and how does it work? 12

5. Discuss the ethics, social and political issues in E-Commerce. 12

6. Explain the components of E-Commerce. 12

7. What is supply chain management (SCM)? What are the problems of supply chain management (SCM)? How can e-business technology reduce problems in SCM? 12

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