

## BCA 6th Semester Exam., 2015

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## 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 & 2 are compulsory.

1. Answer the following as directed (any six):

2×6=12

(a) Both reduction of selling price of a product and reduction on manufacturing cost can give a long-term competitive advantage to a company.

(Write True or False)

(b) On which of the following forms of e-commerce does Dell Computer Corporation rely in conducting its business?

- (i) B2E
- (ii) B2C
- (iii) B2B
- (iv) None of the above
- (v) All of the above

(Choose the correct option)

( Turn Over )

(c) Using a standard modem connection, data usually moves faster just before it reaches its destination, as opposed to the beginning or middle of the transmission.

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(Write True or False)

(d) What is the real potential of e-commerce?

(e) What is the purpose of the domain name system (DNS)?

(f) What value does e-commerce bring to traditional business transactions?

(g) Why are 'open standards' important?

(h) An application layer protocol, such as FTP or HTTP, is transparent to the end user.

(Write True or False)

(i) Which of the following is a function of a proxy server?

- (i) Maintaining a log of transactions
- (ii) Caching pages to reduce page load times
- (iii) Performing virus checks
- (iv) Forwarding transactions from a user to the appropriate server
- (v) All of the above

(Choose the correct option)

1) A LAN might be connected to a WAN through a bridge.

(Write True or False)

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

4×3=12

(a) Explain any three unique features of e-commerce.

(b) What do you mean by value propositions and revenue model?

(c) What do you mean by World Wide Web and Internet?

(d) What is a protocol? Also, write the advantage of packet switching.

(e) What is bandwidth?

3. Describe the major themes underlying the study of e-commerce. 12

4. Discuss the major Business-to-Consumer (B2C) business model. 12

5. Discuss simple versus multi-tiered Web site architecture. 12

6. Discuss public key encryption using digital signatures and hash digests. 12

7. Discuss the types of e-commerce payment system. 12