

Unit-IV

8. (a) Write down the different features of Business to Business. How is it different from Tradition Business ?
- (b) What do you mean by Electronic Data Interchange ? Define its standards.
9. (a) What are the different benefits of Electronic Data Interchange ? How can we make it secure ?
- (b) What are the different technologies used for Electronic Data Interchange ?

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Roll No. :

Total No. of Questions : 9]

[Total No. of Pages : 4

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B.C.A. 6th Semester (Reappear)
Examination, March-2021
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, selecting one question from each Unit. Question No. 1 is compulsory. All questions carry equal marks.

1. Write short notes on the following :

- (a) Internet Commerce
- (b) Electronic Market
- (c) Threat to e-Commerce
- (d) Integrated Security

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- (e) Electronic Assets
 - (f) Electronic Payment
 - (g) Business to Business
 - (h) EDI
- 8×2=16

Unit-I

- 2. (a) How Electronic Commerce is better than Traditional Commerce ? Define the impact of electronic commerce on business.
- (b) Define applications of e-Commerce in Direct Marketing and Selling.
- 3. (a) What are the different perspective of Electronic Commerce ? Also define the future of e-Commerce.
- (b) Explain the different obstacles for adopting e-Commerce.

Unit-II

- 4. (a) Define the Porter's value chain model with diagram.

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- (b) Define Inter Organizational Value Chain and Strategic Business Unit Chain in detail.
- 5. (a) What do you mean by Security Threats to e-Commerce ? Explain its types with example.
- (b) Define the term Copyright in relation to e-Commerce with suitable example.

Unit-III

- 6. Define the following :
 - (a) Intellectual Property Protection and e-Commerce Assets Protection.
 - (b) What are the different measures for implementing security for e-Commerce ?
- 7. Write short notes on the following :
 - (a) Electronic Wallet
 - (b) Smart Card
 - (c) Credit Card
 - (d) Electronic Cash

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