

Roll No.

97691

**BCA 6th Semester
Examination – July, 2022**

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 note on following :

4 × 4 = 16

- (i) Electronic Market
- (ii) Value Chain
- (iii) Smart Card
- (iv) EDI Security

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UNIT – I

2. Describe E-commerce and its scope. Also compare it with Traditional Commerce. 16

3. Explain the application of E-commerce in Direct marketing and selling. 16

UNIT – II

4. Describe Porter's Value Chain Model in detail. 16

5. Explain the following : 16

- (i) Communication Channel Threats
- (ii) Copyright and Intellectual Property

UNIT – III

6. Give a complete description about Electronic Payment System. 16

7. Describe Security System for E-commerce in detail. 16

UNIT – IV

8. What do you understand by Business to Business E-commerce ? Explain in detail. 16

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9. Explain the following :

- (i) EDI Agreement
- (ii) EDI Communication

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