

(i) Printed Pages : 3 Roll No. ....

(ii) Questions : 9

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Exam. Code :

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**Bachelor of Computer Applications 6th Semester**

**1059**

**E-COMMERCE**

**Paper-BCA-16-601**

**Time Allowed : Three Hours]**

**[Maximum Marks : 65**

**Note :—** Attempt *five* questions in all. Select *one* question each from Sections A-D. Section E is compulsory.

**SECTION—A**

1. (a) What do you mean by E-Commerce ? What features of E-Commerce are making it popular in India ? Describe with small examples. 7
- (b) What are the major components of an Electronic Data Interchange (EDI) system ? Explain. 6
2. (a) Draw a brief comparison among various types of E-Commerce known to you. 7
- (b) What is Electronic Data Interchange (EDI) ? What are its various benefits ? Briefly discuss. 6

## **SECTION—B**

3. (a) What is a domain-name ? How does a company with a new Website select and register a domain-name ? Discuss the steps. 7
- (b) What are the procedures to evaluate effectiveness of advertisements in E-Commerce ? Discuss. 6
4. (a) What are major phases in building an E-Commerce website ? Describe with the help of a block diagram. 7
- (b) Which metrics are popularly used for Web Traffic analysis ? Describe their usage. 6

## **SECTION—C**

5. (a) How debit and credit cards are used for making payments in E-Commerce ? Explain. 7
- (b) What do you mean by Electronic purses ? What are the benefits of using them ? Discuss. 6
6. (a) What are the advantages of Electronic bill payment system in context of India ? Also discuss its challenges. 7
- (b) How E-Cash is used for E-Commerce transactions ? Discuss the process. 6

## **SECTION—D**

7. (a) What do you mean by Mobile Commerce ? How is it different from E-Commerce ? Explain. 7
- (b) How does IT Act-2000 protect against various cyber crimes in India ? Briefly discuss. 6

8. (a) What are the positive and negative effects of E-commerce on the Indian retailing industry ? Discuss with live examples. 7
- (b) What are the essential components of Mobile Commerce framework ? Describe them. 6

**SECTION—E (Compulsory)**

9. (a) Enlist challenges in the growth of E-Commerce. 2
- (b) What do you mean by Search Engine optimization ? 2
- (c) How can a customer stay safe while making online payments ? 2
- (d) What is an EDI format ? 2
- (e) What are the features of Interbank Clearing System (ICS) ? 2
- (f) What is meant by cyber forensics ? 2
- (g) What is the role of shopbot in E-Commerce ? 1