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BACHELOR OF COMPUTER APPLICATION

BCA (III Year) Examination, 2019

E-COMMERCE

Paper-III (BCA-303)

Time Allowed : Three Hours

Maximum Marks : 75

*Attempt **five** questions in all, selecting **one** question from each unit. **All** questions carry equal marks.*

*प्रत्येक इकाई में से **एक** प्रश्न का चयन करते हुए कुल **पाँच** प्रश्नों के उत्तर दीजिए । **सभी** प्रश्नों के अंक समान हैं ।*

UNIT-I

1. What is E-commerce ? Discuss the advantages and disadvantages of the E-commerce.

Or

2. Define the various forces driving E-commerce.

UNIT-II

3. What do you mean by Business to Consumer E-commerce ? Differentiate Business to Consumer with Business to Business model.

Or

4. Write brief notes on :

   (*i*) Aggregates Model

   (*ii*) Info-Mediary Model

   (*iii*) Community Model.

UNIT-III

5. Define the special features required in payment system in electronic payment system.

Or

6. Describe the various types of E-payment system.

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UNIT-IV

7. What is digital marketing ? Describe E-customer Relationship Management in detail.

Or

8. Describe the various modes of Digital payment of government of India.

UNIT-V

9. Describe the various security issues in E-commerce.

Or

10. What is cyber law ? Define the business ethics in cyber law.

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