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BACHELOR OF COMPUTER APPLICATION

BCA (Third Year) Examination, 2020

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.*

UNIT-I

1. (*i*) What do you understand by E-commerce ? What are its advantages and disadvantages ? 7

(*ii*) Write down the opportunities in the field of E-commerce in global industries in today's situation. 8

Or

2. (*i*) What are technologies requirements for an organisation to run an electronic business regarding hardware and software ? 8

(*ii*) Differentiate between Traditional Commerce and E-commerce. 7

UNIT-II

3. (*i*) What is B2B and B2C ? Explain with the help of examples. 7

(*ii*) Explain B2B marketing. Which type of sales comes under B2B model ? 8

Or

4. Write short notes on (any *three*) : 15

(*a*) Brokerage Model

(*b*) Aggregator Model

(*c*) Community Model

(*d*) Infor-mediary Model.

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UNIT-III

5. (*i*) Write full form which is used in E-payment system ? Explain too : 8

(*a*) CVV

(*b*) OTP

(*c*) KYC

(*d*) SIM.

(*ii*) Write 5 benefits of having an E-payment system. Explain with the help of examples. https://www.uokonline.com 7

Or

6. (*i*) Differentiate between : 10

(*a*) Credit Card and Debit Card

(*b*) Smart Card and Electronic Wallet.

(*ii*) What security features (Not any existing features) do you use now-a-days for securing E-payment system ? 5

UNIT-IV

7. (*i*) How do you secure your documents using any government provided security system in which we never required any physical papers ? What is it and how do you get it ? 10

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(*ii*) Explain the life cycle of E-supply chain management system. 5

Or

8. (*i*) What is UID card ? How many digits are used in id of UID card and why ? 5

(*ii*) Explain the life cycle of E-customer relationship management system. 5

(*iii*) What is Govt. Sampark Portal ? What is the use of it ? 5

UNIT-V

9. (*i*) Explain at least 4 types of threads. 8

(*ii*) Explain EDI application in Business. 7

Or

10. (*i*) What is cyber security ? Explain in detail. 7

(*ii*) What are Risk Analysis ? How many types of risk are there in E-commerce ? 8

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