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U-2413

BACHELOR OF COMPUTER APPLICATION

B. C. A. III Year Examination, 2021

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.

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UNIT – I

1 (a) List the objectives of e-commerce ? Also discuss the advantages and disadvantages of e-commerce ? **8**

(b) What do you understand by the driving forces of electronic commerce ? Explain them in brief. **7**

OR

2 (a) Differentiate between traditional commerce and e-commerce ? **7**

(b) Market conditions and customer's' requirements are changing rapidly in the present time. List and discuss in brief the upcoming e-commerce opportunities for industries in India. **8**

UNIT – II

3 (a) What are the different models for E-commerce ? Discuss them in detail. **8**

(b) List and discuss any five key elements of a Business model. **7**

OR

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4 Write short notes on any **three** :
(i) Brokerage Model
(ii) Aggregator Model
(iii) Community Model
(iv) Value-chain Model

5×3=15

UNIT – III

5 (a) What do you understand by the electronic payment system ? Describe the special features required in payment system. **8**

(b) What are the different types of e-payment system ? Discuss any two in detail. **7**

OR

6 Write short notes on any **three** :
(i) Smart Card
(ii) Electronic Wallet
(iii) E-cheque
(iv) Credit card

5×3=15

UNIT – IV

7 (a) What do you understand by Digital Marketing ? Explain features of E-commerce Relationship Management. **8**

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(b) Explain the features of E-Supply Chain Management. **7**

OR

8 Write short notes on any **three** :
(i) Digi Locker
(ii) E-Hospital
(iii) E-Sampark
(iv) National Scholarship portal

5×3=15

UNIT – V

9 (a) What are the major security issues in E-commerce ? Also discuss the key dimensions of E-commerce security. **7**

(b) What are the various types of security threats in the e-commerce environment ? **8**

OR

10 Write short notes on any **three** :
(i) Business Ethics
(ii) EDI applications
(iii) Security Tools
(iv) Cyber Security

5×3=15

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