BRAINWARE UNIVERSITY

Course –BCA

Introduction to E-commerce (BCA303)

(Semester – 3)

Time allotted: 3 Hours   **Full Marks: 70**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group –A
(Multiple Choice Type Questions)

10 x 1 = 10

1. *Choose the correct alternative from the following*

(i) Which of the following describes e-commerce?

    a. Doing business electronically   b. Doing business

    c. Sale of goods   d. All of the above

(ii) Intranet and Extranet differs at _____

    a. Intranet: Private, Extranet: Public   b. Intranet: Public, Extranet: Public

    c. Intranet: Private, Extranet: Private   d. Intranet: Public, Extranet: Private
    and also allowed authorized partners

(iii) What does the term web browser usually mean?

    a. a person   b. a program

    c. a file   d. an operating system

(iv) The entire hostname has a maximum of-

    a. 255 characters   b. 178 characters

    c. 124 characters   d. 31 characters

(v) Electronic Data Interchange is necessary in -

    a. B2C e-Commerce   b. C2C e-Commerce

    c. B2B e-Commerce   d. Commerce using internet

(vi) EDIFACT standard was developed by -

    a. European Common Market   b. United Nations Economic Commission for Europe

    c. International Standard Institute   d. American National Standard Institute

(vii) The best way to improve search engine ranking is with-

    a. video   b. blog

    c. having at least 500 words of text per page   d. using a lot of graphics per page.

(viii) Trade mark-

    a. is represented graphically   b. is capable of distinguishing the goods or services of one person from those of others

    c. may include shapes of goods or combination of colors   d. All of the mentioned

(ix) Which of the following is (are) included in Geographical indications of Goods?

    a. Handicraft   b. Foodstuff

    c. Manufactured   d. All of the mentioned

(x) If a server has no clue about where to find the address for a hostname then-

    a. server asks to the root server   b. server asks to its adjacent server

    c. request is not processed   d. none of the mentioned

Group – B

(Short Answer Type Questions)
(Answer any *three* from the following)

3 x 5 = 15

2. (a) What is E-commerce? [1]
   (b) Explain the features of E-commerce. [4]

3. Explain the difference between E-business and E-commerce. [5]

4. (a) What is DNS? [3]
   (b) Why do we have DNS? [2]

5. Explain the difference between B2B Model and B2C Model. [5]

6 (a) What is Cryptography? [2]
  (b) What are the types of Cryptography? [1]
  (c) What do you mean by Cryptanalysis? [2]

Group – C
(Long Answer Type Questions)
(Answer any *three* from the following)

3 x 15 = 45

7. (a) Explain different classification of B2B Model.   [7]
    (b) Give two example of B2B Model.   [2]
    (c) Explain the difference between G2B and B2G model.   [3]
    (d) Is there any involvement of SCM in B2B Model? Explain.   [3]

8. (a) What is Consumer Market?   [3]
    (b) Explain the characteristics of Consumer Market.   [7]
    (c) Explain the term 'Digital Signature'.   [5]

9. (a) What is CRM?   [3]
    (b) What do you mean by Customer Life Cycle (CLC)?   [7]
    (c) Explain the advantages of CRM in business.   [5]

10.   Justify the following statement: [3 x 5]
    (a) "Uses of extranet will lead to insecurity in private network."
    (b) "E-commerce is the subset of E-business."
    (c) "Affiliate marketing and PPC both are same in the platform of Digital
         marketing."

11.   Short note(any three)   [3 x 5]
    (a) Advantage and Disadvantage of E-commerce
    (b) E-Cash
    (c) Extranet
    (d) OSI vs. TCP/IP