



## BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – BCA-2022

Course Name – E-Commerce

Course Code - BCAE502A

( Semester V )

Brainware University  
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Full Marks : 60

Time : 2:30 Hours

[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 Question)

1 x 15=15

1. Choose the correct alternative from the following :

(i) What is the cutting-edge technology used in E-Commerce?

- |                                 |                     |
|---------------------------------|---------------------|
| a) Artificial Intelligence (AI) | b) Fax machines     |
| c) Typewriters                  | d) Dial-up internet |

(ii) Which layer of the OSI model is responsible for encryption in secure E-Commerce transactions?

- |                      |                  |
|----------------------|------------------|
| a) Application Layer | b) Network Layer |
| c) Transport Layer   | d) Session Layer |

(iii) Determine which cutting-edge technology assists E-Commerce businesses in recommending products based on customer preferences.

- |               |                                 |
|---------------|---------------------------------|
| a) Blockchain | b) Artificial Intelligence (AI) |
| c) TCP/IP     | d) DNS                          |

(iv) What does One-to-One Marketing refer to?

- |   |   |
|---|---|
| a) Marketing to a large group of customers    | b) Customizing marketing efforts for an individual customer |
| c) Marketing to a group with shared interests | d) Sending mass emails                                      |

(v) State the primary function of EDI in the business-consumer market.

- |   |                                      |
|---|--------------------------------------|
| a) Faster processing of B2B transactions    | b) Increased transparency in pricing |
| c) Automated exchange of business documents | d) Higher customer engagement        |

(vi) Identify a key technology standard for EDI.

- |         |               |
|---------|---------------|
| a) HTML | b) UN/EDIFACT |
| c) HTTP | d) XML        |

(vii) Determine which option is not a part of supply chain management.

- a) Product development
- b) Logistics
- c) Inventory control
- d) Advertising campaigns
- (viii) Choose the marketing approach that enables a business to apply techniques for tracking and monitoring customer preferences and buying behavior.
  - a) Mass marketing
  - b) CRM
  - c) Door-to-door marketing
  - d) None of these.
- (ix) What is the primary focus of the E-Commerce Sales Life Cycle (ESLC) Model?
  - a) Customer Service
  - b) Transaction Stages
  - c) Marketing Strategies
  - d) Product Development
- (x) What is the acronym EDI?
  - a) Electronic Data Interface
  - b) Electronic Data Interchange
  - c) Electronic Document Integration
  - d) Electronic Data Information
- (xi) What is the risk associated with paper documents?
  - a) Data Encryption
  - b) Physical Damage
  - c) Digital Theft
  - d) Network Attacks
- (xii) What is the primary service offered by Internet bookshops?
  - a) Online banking
  - b) Book sales
  - c) Virtual auctions
  - d) Gambling on the net
- (xiii) Which of the following best describes e-diversity?
  - a) Variety in electronic commerce options
  - b) Homogeneity of e-commerce platforms
  - c) Limited scope of online services
  - d) Uniformity in digital products
- (xiv) How can electronic newspapers extend their reach compared to traditional newspapers?
  - a) By limiting content to a geographic region
  - b) By offering only print versions
  - c) By providing 24/7 updates and global access
  - d) By focusing only on sports news
- (xv) How can organizations apply cryptographic algorithms to improve the security of their transactions?
  - a) By Using Public Key Infrastructure
  - b) By Implementing FTP Protocol
  - c) By Hosting Websites
  - d) By Utilizing HTML Tags

### Group-B

(Short Answer Type Questions)

3 x 5=15

- 2. What is E-Commerce, and how has it changed over time? (3)
- 3. Identify three essential hardware components needed to establish an E-Commerce platform. (3)
- 4. What are the benefits and drawbacks of electronic markets? (3)
- 5. Describe UN/EDIFACT and its significance for EDI. (3)
- 6. Propose strategies to address the key challenges in maintaining effective communication in EDI systems. (3)

OR

Formulate a detailed plan outlining the steps involved in implementing an EDI system in a company. (3)

### Group-C

(Long Answer Type Questions)

5 x 6=30

- 7. Explain how digital signatures work in the context of e-commerce. Illustrate their role in ensuring the integrity, authenticity, and non-repudiation of electronic transactions. (5)

8. Formulate a strategy for selecting an appropriate EDI solution provider, considering the critical factors and justifying their importance. (5)
9. Develop an advanced strategy to optimize the C2C model for a platform specializing in digital products, ensuring growth and user satisfaction. (5)
10. What is E-Marketing and how does it differ from traditional marketing methods? (5)
11. Examine how CRM data can be utilized to develop personalized marketing strategies. (5)
12. Assess the effectiveness of e-marketing and differentiate it from traditional marketing approaches. (5)

**OR**

Examine the scope of e-marketing within today's digital economy and evaluate its potential for growth. (5)

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