



BRAINWARE UNIVERSITY

Term End Examination 2023
Programme – BCA-2019/BCA-2020
Course Name – E-Commerce
Course Code - BCAD501A
(Semester V)

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) Choose the correct answer: The best products to sell in B2C ECommerce are
- | | |
|------------------------|---------------------|
| a) Cheap products | b) Digital Products |
| c) Speciality products | d) Fresh Products |
- (ii) Choose the correct answer: Which products are people most likely to be uncomfortable for buying online?
- | | |
|--------------|-----------------|
| a) Book | b) Movies |
| c) Furniture | d) All of These |
- (iii) Identify the correct option: Amazon.com is well-known for which e-commerce marketing technique?
- | | |
|-----------------------|--------------------|
| a) Banner ads | b) Pop-up ads |
| c) Affiliate programs | d) Viral marketing |
- (iv) If you need to transfer money to another person via the internet, Select which of the following methods could you use?
- | | |
|--|---------------------|
| a) financial cybermediary | b) electronic check |
| c) electronic bill presentment and payment | d) all of these |
- (v) Select the correct option :A combination of software and information designed to provide security and information for payment.
- | | |
|-------------------|---------------|
| a) digital wallet | b) pop up ad |
| c) shopping cart | d) encryption |
- (vi) Predict among the alternate models of B2B e-commerce, ♦♦ is the best means to obtain a competitive advantage in the Market place.
- | | |
|----------------------|---------------------------------|
| a) Process based | b) Strategic relationship based |
| c) Transaction based | d) All of these |
- (vii) Choose which among the following is an example of C2C ?
- | | |
|-----------------|-----------------|
| a) olx | b) Amazon.com |
| c) Rentalic.com | d) all of these |
- (viii) Choose which of the following is not an example for B2B e-commerce ?

- a) Sending and receiving orders
b) Invoice and shopping
c) all of these
d) none of these
- (ix) Select the correct answer : Facebook belongs in which category of website?
a) Social network
b) Brand-building website
c) Media or publisher site
d) Transactional website
- (x) Select the correct answer : Social network sites such as Facebook and Twitter have become increasingly popular for sell-side e-commerce and would normally be considered to be in which category?
a) Portal, publisher or media sites
b) Brand-building sites
c) Services-orientated relationship-building websites
d) Transactional e-commerce sites
- (xi) Select the types of trade cycles are there in e-commerce?
a) One
b) Two
c) Three
d) Four
- (xii) Identify a firewall may be implemented in
a) Routers which connect intranet to internet
b) Bridge used in an intranet
c) Expensive modem
d) User's application programs
- (xiii) Identify in which segment do eBay, Amazon.com and LandsEnd.com belong to?
a) B2B
b) B2C
c) C2B
d) C2C
- (xiv) Select the correct answer: The area of actual or potential commercial value in which a company intends to operate is a _____.
a) market space
b) marketplace
c) perfect market
d) Bertrand market
- (xv) Select the correct answer: A strategy designed to compete in all markets around the globe is called a _____ strategy.
a) scope
b) differentiation
c) cost
d) focus

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Explain the difference between E-Marketing and E-Commerce. (3)
3. Develop trade cycle in e-commerce. (3)
4. Explain the various applications of E-commerce? (3)
5. Justify the use of E-Cash. (3)
6. Explain the purpose of file transfer in internet client-server application. (3)

OR

Explain the purpose of www in internet client-server application. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Explain In Brief B2B, B2B, C2B, and C2C? (5)
8. Compare and contrast Paper documents vs. Electronic documents in terms of ease of implementation, issue of security, relative merits, and demerits. (5)
9. Explain the internet bookshop in brief. (5)
10. What is the basic block diagram of E-Commerce? (5)
11. Write the advantage & disadvantages of B2C & C2C model. (5)
12. Describe the various applications of E-commerce? (5)

OR

Describe the types of E-commerce applications available in the IT industry? (5)
