

Previous Year (2018) Question Paper of E-Commerce



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Total No. of Questions : 9] [Total No. of Printed Pages : 4
(1108)

**BCA UG (CBCS) RUSA Vth Semester
Examination**

4216

**e-COMMERCE
BCA-0502**

Time : 3 Hours]

[Maximum Marks : 70

*Note :- Attempt five questions in all. Section-A is compulsory.
Attempt one question from each Section B, C, D
and E.*

Section-A

(Compulsory Question)

1. Attempt all questions from S. N. (i) to (x) :

(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) Which of the following is a part of the four main types for e-Commerce ?

- (a) B2B
- (b) B2C
- (c) C2B
- (d) All of the above

MC-675

(1)

Turn Over

+

- (iii) Which segment is eBay example ?
 - (a) B2B
 - (b) C2B
 - (c) C2C
 - (d) All of these
- (iv) Which products are people most likely to be more uncomfortable buying on the Internet ?
 - (a) Books
 - (b) Furniture
 - (c) Movies
 - (d) All of these
- (v) The solution for all business needs is :
 - (a) EDI
 - (b) ERP
 - (c) SCM
 - (c) None of these
- (vi) Which is a function of e-Commerce ?
 - (a) Marketing
 - (b) Advertising
 - (c) Warehousing
 - (d) All of these
- (vii) Which one is not an e-payment method used in India ?
 - (a) Debit card
 - (b) Credit card
 - (c) e-Cheque
 - (d) None of these
- (viii) OTP stands for :
 - (a) On Time Password
 - (b) On Time Processing
 - (c) On Time Processor
 - (d) None of these

(ix) When a transaction is processed online, how can the merchant verify the customer's identity ?

- (a) Use secure sockets layers
- (b) Use secure electronic transactions
- (c) Use electronic data interchange
- (d) Use financial electronic data interchange

(x) ERP stands for :

- (a) Enterprise resolution planning
- (b) Enterprise reverse planning
- (c) Enterprise resource planning
- (d) None of these

10×1=10

Attempt all short answer type questions from S.N. (xi) to (xv) in 25 to 50 words :

- (xi) Consumer-to-business (C2B) model.
- (xii) e-Governance
- (xiii) Internet Banking.
- (xiv) Online Marketing.
- (xv) e-Shopping.

4×5=20

Section-B

2. Define e-Commerce. Discuss the various advantages and disadvantages of e-Commerce.

10

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(3)

Turn Over

3. Write short notes on the following :

(a) Anatomy of e-Commerce

(b) Framework of e-Commerce

5+5=10

Section-C

4. Write merits and demerits of online marketing in detail.

10

5. Write short notes on the following :

(a) Guidelines for internet advertising

(b) Active advertising models

5+5=10

Section-D

6. Discuss the various types of electronic payment systems in detail.

10

7. Write short notes on the following :

(a) Risks involved in electronic payment systems

(b) Token-based electronic payment systems

5+5=10

Section-E

8. Which are the components of e-CRM ? How it does work ?

10

9. Write short notes on the following :

(a) Social and business based issues of online privacy

(b) CRM utility in India

5+5=10



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Thank You

