

(i) Printed Pages : 2

Roll No. ....

(ii) Questions : 9

Sub. Code :

1	7	9	5	2
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Exam. Code :

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**Bachelor of Computer Applications 6<sup>th</sup> Semester  
(2055)**

**E-COMMERCE**

**Paper : BCA-16-601**

**Time Allowed : Three Hours]**

**[Maximum Marks : 65**

**Note :—** Attempt *one* question each from Sections A, B, C and D.

Section E is compulsory. All questions carry equal marks.

**SECTION—A**

1. Define E-commerce and E-business. What are the differences between the two ? Explain in detail the operational and strategic benefits of E-commerce.
2. Differentiate between traditional and EDI enabled system for document exchange. What are the components of EDI ? Discuss in detail.

**SECTION—B**

3. What is a Web based business ? What is the need for it ? Explain the steps in the process of developing a website for business.

4. What is online advertisement ? How is the effectiveness of online advertisement measured ?

### **SECTION—C**

5. What are the various types of electronic payment systems ? Explain the salient features of each.
6. Discuss in detail the Inter Bank Clearing System.

### **SECTION—D**

7. Define Mobile Commerce. Discuss its benefits with examples.
8. What are the different types of cyber-crimes ? Explain in detail the provisions of IT Act, 2000 to deal with these crimes.

### **SECTION—E**

9. Write short notes on the following :
- (a) EDI message structure
  - (b) Elements of a webpage
  - (c) Search Engine Optimization
  - (d) Cyber Forensics.

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