

(i) Printed Pages : 2

Roll No.

(ii) Questions : 9

Sub. Code :

1	7	9	5	2
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Exam. Code :

0	0	3	2
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Bachelor of Computer Applications 6th Semester

(2056)

E-COMMERCE

Paper : BCA-16-601

Time Allowed : Three Hours]

[Maximum Marks : 65

Note :— Attempt ONE question from each Section and the Compulsory question. All questions carry equal marks.

SECTION-A

1. Define E-Commerce and E-Business. Explain the problems of traditional business systems, aims of E-Commerce and different types of E-Commerce models.
2. Explain Electronic Data Interchange (EDI). What are its benefits? Discuss its components, implementation issues and legal aspects in India.

SECTION-B

3. Explain the need for web-based business and describe the complete procedure for setting up a business on the Internet including domain registration, website development and hosting considerations.
4. Discuss online promotion tools and techniques including banner advertisements, link building, advertisement effectiveness measurement and web traffic analysis.

SECTION-C

5. Explain Electronic Payment Systems including E-cash, Electronic Purse systems and E-cheque payment system.
6. Discuss online third-party verified payment systems through credit and debit cards, and ATM-based cash disbursement system.

SECTION-D

7. Define Mobile Commerce. Explain its benefits in detail. What are the various issues in mobile commerce?
8. Discuss applications of E-Commerce with case studies in retailing, banking and e-governance.

SECTION-E (Compulsory)

9. Attempt the following questions in brief:
 - (a) What is EDI message structure?
 - (b) What are the elements of a Web page?
 - (c) Define Search Engine Optimization (SEO).
 - (d) What is Cyber Forensics?