

Professional Course Examination, May 2019

(6th Semester)

BACHELOR OF COMPUTER APPLICATIONS

Paper : BCA-6E6

(Internet and E-Commerce)

Full Marks : 75

Time : 3 hours

(PART : A—OBJECTIVE)

(Marks : 25)

The figures in the margin indicate full marks for the questions

SECTION—A

(Marks : 15)

Tick (✓) the correct answer in the brackets provided :

1×10=10

1. By electronic commerce we mean

- (a) commerce of electronic goods ()
- (b) commerce which depends on electronics ()
- (c) commerce which is based on the use of Internet ()
- (d) commerce which is based on transactions using computers connected by telecommunication network ()

2. The dimension of e-commerce that enables commerce across national boundaries is called

- (a) interactivity ()
- (b) global reach ()
- (c) richness ()
- (d) ubiquity ()

3. Which of the following describes e-commerce?
 (a) Doing business electronically () (b) Doing business ()
 (c) Sale of goods () (d) Advertisement ()
4. What is the real potential of e-commerce?
 (a) Making a profit ()
 (b) Generating revenue ()
 (c) Improving efficiency ()
 (d) Buying and selling on the Internet and WWW ()
5. Which of the following is **not** e-commerce strategy and plan?
 (a) Mission () (b) Technology ()
 (c) Stakeholders () (d) Price ()
6. SET protocol on Internet stands for
 (a) Secure Electronic Transaction ()
 (b) Secure Internet Transaction ()
 (c) Secure Establish Transaction ()
 (d) Secure Electronic Transmission ()
7. A person who serves as a trusted agent or intermediary in the commercial transactions is called
 (a) salesman () (b) buyer ()
 (c) businessman () (d) broker ()
8. Which of the following items is used to protect your computer from unwanted intruders?
 (a) A cookie () (b) A browser ()
 (c) A firewall () (d) A server ()
9. What is the most significant part of e-commerce?
 (a) B2B () (b) B2E ()
 (c) B2C () (d) C2C ()
10. E-commerce increases competition by erasing geographical boundaries, empowering customers and suppliers, commoditizing new products, etc. How do companies usually solve this problem?
 (a) By competing on price ()
 (b) By selling only through traditional channels ()
 (c) By lowering costs ()
 (d) By creating attractive Web sites ()

State whether the following are *True (T)* or *False (F)* by putting a Tick (✓) mark in the brackets provided : 1×5=5

1. E-commerce was first introduced in 1960. (T / F)
2. E-commerce marketing strategies increase online sales. (T / F)
3. E-business is not always online business. (T / F)
4. Firewalls prevent unauthorized Internet users from accessing private networks connected to the Internet. (T / F)
5. E-commerce integration is not vitally important for optimizing business processes. (T / F)

SECTION—B

(Marks : 10)

Answer the following questions : 2×5=10

1. What are the two advantages of e-commerce?
2. What do you mean by Web portals?
3. What is middleware?
4. Define Information Technology Act, 2000.
5. Define e-business.

(PART : B—DESCRIPTIVE)

(Marks : 50)

The figures in the margin indicate full marks for the questions

1. (a) What is e-commerce? Write the three advantages and disadvantages of e-commerce. 2+3=5
(b) Write a comparison statement on e-commerce versus traditional commerce. 5

OR

- (c) Explain the model of e-commerce in brief with suitable example. 5
- (d) Write down the major technical and non-technical limitations of e-commerce with their suitable remedy. 5
- 2. (a) What is e-payment? Discuss the functions of e-payment system. 2+3=5
- (b) Explain how SET protocol helps transactions in e-commerce. 5

OR

- (c) Define e-commerce strategy. Explain the e-commerce strategy to increase your online sales. 2+3=5
- (d) Discuss about the e-commerce strategies for Web auctions, virtual communities and Web portals. 5
- 3. (a) Explain the various e-business models. 5
- (b) Mention the five benefits and limitations of e-business. 5

OR

- (c) Define e-business strategies. Mention the three success factors for implementation of e-business strategies. 2+3=5
- (d) Mention three characteristics and challenges of e-business. 5
- 4. (a) Write about middleware services and interface layer services. 5
- (b) Mention with suitable example about e-business solutions for integration. 5

OR

- (c) Mention about e-commerce infrastructure cluster of servers. 5
- (d) Explain in brief RPC and RMI for integration of e-commerce application. 5
- 5. (a) Write about the security service that are to be offered in e-payment systems. 5
- (b) Discuss how e-commerce security requirements are fulfilled by various hardware and software systems. 5

OR

- (c) Mention with suitable example about e-business solutions for integration. 5
- (d) Highlight Information Technology Act, 2000 related to e-commerce with suitable example. 5

★ ★ ★