

**CDOE**  
**BACHELOR OF COMPUTER APPLICATIONS (CBCS-2019 COURSE)**  
**B.C.A. SEM - V : WINTER :- 2021**  
**SUBJECT: ELECTIVE-I : E-COMMERCE**

**Day : Monday**  
**Date 28-02-2022**

**W-21893-2021**

**Time : 02:00 PM-05:00 PM**  
**Max. Marks: 60**

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**N.B.**

- 1) Q.No. 4 from Section I is **COMPULSORY**.
  - 2) Answer **ANY TWO** questions from Q.1,2,3 in Section – I.
  - 3) Answer **ANY TWO** questions from Q.5,6,7 in Section – II.
  - 4) All questions carry **EQUAL** marks.
  - 5) Answer to both the sections should be written in **SAME** answer book.
  - 6) Draw a labeled diagram **WHEREVER** necessary.
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**SECTION – I**

**Q.1 Answer the following : (6 marks x 2 = 12 marks )**

- a) Differentiate between e-commerce and traditional commerce.
- b) What are the technical aspects of Electronic Data Interchange?

**Q.2 Answer the following : (6 marks x 2 = 12 marks )**

- a) Describe the major steps involved in an online credit card transaction.
- b) Explain the concept of Online marketing.

**Q.3 Answer the following : (6 marks x 2 = 12 marks )**

- a) What is firewall? Explain in detail functions of firewall.
- b) State the various features required for an e-commerce website. Explain with two suitable examples.

**Q.4 Write short notes on ANY THREE of the following : (4 marks x 3 = 12 marks )**

- a) Hypertext Transfer Protocol (HTTP)
- b) e-branding
- c) Types of EDI
- d) Digital token based E-payment system
- e) Cryptography
- f) National Electronic Funds Transfer (NEFT)

**SECTION – II**

**Q.5 Answer the following : (6 marks x 2 = 12 marks )**

- a) Explain the status of e-commerce environment in India.
- b) Differentiate between – B2B and B2C e-commerce business models.

**Q.6 Answer the following : (6 marks x 2 = 12 marks )**

- a) Explain the process of securing e-commerce websites.
- b) Describe security issues with respect to electronic payments and how far the new payment technologies are adapted by the users?

**Q.7 Answer the following : (6 marks x 2 = 12 marks )**

- a) Why information on internet is vulnerable? Discuss.
- b) Discuss the ways of establishing trust and confidence among the customers in e-commerce.

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