

G. V.M's G.G.P.R. COLLEGE OF COMMERCE & ECONOMICS
FARMAGUDI, PONDA

INTRA SEMESTER ASSESSMENT TEST-I
B.C.A. SEMESTER -VI JANUARY 2013

E-COMMERCE APPLICATIONS

MARKS:- 15

Duration:- 45 minutes

1. Answer the following.

(2 x 2mks=4 mks)

- a.) Explain the nature and scope of e-commerce.
- b.) Explain the role of website in B2C e-commerce.

2. Answer the following.

(1 x 3mks=3 mks)

- a.) Explain the application of e-commerce in retail.
Give a suitable example.

3. Answer the following (Any TWO).

(2 x 4mks=8 mks)

- a.) Explain the three principles directly applied to the area of e-mail security. Explain any one threat to the e-mail security.
- b.) List eight factors that have made success of e-commerce in the global trading environment.
- c.) Explain – Pull tactics are Client centered and Push tactics are You centered.
