

Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND ECONOMICS
PONDA - GOA

B.C.A. (SEMESTER- VI) EXAMINATION, JUNE 2022

E-COMMERCE APPLICATIONS

Duration: 2 hours

Total Marks: 60

Instructions: i) All questions are compulsory.

ii) Figures to the right indicate full marks.

Q1.A) Fill in the blanks: **(5*1=5)**

- A) _____ is a computer software program that indicates the number of visitors a particular web page has received.
- B) _____ uses ORGANIC tactics to gain visibility in SERP.
- C) _____ is a private, hosted service that provides companies with a secure way to send and share data with its counterparties.
- D) _____ showcases the products or services of a company that operates online.
- E) _____ is used to transfer money from one bank account to another bank account.

Q1.B) Answer the following: **(5*1=5)**

- A) Define Phishing.
- B) What is Supply Chain?
- C) What is Mercantile Process Model?
- D) What are the reasons for the slow acceptability of EDI?
- E) What is Post-Sales Service?

Q2. Answer the following:

- A) Differentiate between Traditional commerce and E-commerce. (2)
- B) Explain the Production and Delivery phase of OMC. (3)
- C) Explain any 2 Models of E-commerce with diagrams. (5)

Q3. Answer the following:

- A) What are the drawbacks of Online Marketing? (2)
- B) What are the needs for B2B E-Commerce? (3)
- C) Briefly explain the phases of E-CRM with a diagram. How does the CRM system help banks in enhancing the customer experience? (5)

Q4. Answer the following:

- A) Why Content Marketing is important? (2)
- B) List any 4 modes of Electronic Payments. What is a Credit card and how is it different from a Debit card? (3)
- C) What are the advantages of E-mail? What are the different measures to enforce security in an e-mail system? (5)

Q5. Answer the following:

- A) What is B2B E-Commerce? Give an example of B2B E-Commerce. (2)
- B) Explain Pull and Push strategy with diagrams. (3)
- C) Explain EDI layered architecture with a neat diagram. (5)

Q6. Answer the following:

- A) Briefly explain Retargeting advertisement with a neat diagram. (2)
- B) Write a short note on Public and Private networks for B2B trading. (3)
- C) Explain the Web Analytics process with a neat diagram. (5)
