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BCA (Semester – VI)
EXAMINATION NOVEMBER 2023
E-Commerce Applications

[Time: 2:00 Hours]

[Max. Marks:60]

- Instructions:** i) All questions are compulsory.
 ii) Figures to the right indicate full marks.

Q1 Answer the following: (5x1=5)

A. Match the following:

- | | |
|-----------------------|---------------------------------------|
| 1. B2G | A. utilities |
| 2. Email etiquette | B. Credit Cards |
| 3. Retailing payments | C. sale of product in bulk |
| 4. Indirect costs | D. code of conduct for writing e-mail |
| 5. Wholesale | E. public sector marketing |

B. State whether following statements are true or false (5x1=5)

1. Spear and whaling are forms of spoofing.
2. Phishing is the electronic equivalent of the 'junk mail' that arrives in your mailbox.
3. Using a strong, unique password is essential to the security of email accounts.
4. Merchant Fulfilment is also referred as self-fulfilment or in-house fulfilment
5. Process of removal of business layers responsible for intermediary functions is called disintermediation.

Q2 A. List any four applications of M-Commerce. (2 marks)

B. Give difference between Push and Pull strategies of online marketing. (3 marks)

C. Explain key benefits of Supply Chain Management. (5 marks)

- Q3 A. Write a short note on Electronic signature. (2 marks)
B. What is order fulfilment? Discuss any two types of order fulfilment. (3 marks)
C. What is SEO copywriting? Discuss on-page and off-page SEO. (5 marks)
- Q4 A. Write a short note on E-Mail Security. (2 marks)
B. List any three security threats to E-commerce. (3 marks)
C. What is EDI and paperless trading? List characteristics features of EDI service agreement. (5 marks)
- Q5 A. Write short note on Search Engine Marketing. (2 marks)
B. Write a short note on cataloging. (3 marks)
C. Explain role of intellectual property in E-commerce. (5 marks)
- Q6 A. Write short note on Value Added network. (2 marks)
B. Explain the need for business to business E-Commerce. (3 marks)
C. Explain the operational, credit and legal risk of e-payments. (5 marks)