CAC-121

Total No. of Printed Pages: 2

BCA Semester - VI

E-Commerce Applications

[Time: 2:00 Hours]   [Max. Marks:60]

Instructions: 1. All questions are compulsory.
                 2. Figures to the right indicate Full marks.

Q1   A. **Name the following:**   (5*1=05)

1. A marketing strategy focused on creating valuable content to attract and retain a clearly defined audience.
2. A technology that makes it possible for buyers and sellers to conduct deals and transfer money electronically.
3. The protocol used to secure communications over a computer network in e-commerce.
4. A type of card that deducts money directly from a user's bank account for purchases.
5. The act of pretending to be someone else in order to steal personal information or commit fraud.

B. **Give an example of each:**   (5*1=05)
    i. Virtual Auction
    ii. Crypto Currency
    iii. B2G platform
    iv. Security Tool
    v. Vertical Marketplace

Q2   A. What is m-commerce? Provide any two examples.   (2)

      B. Mention any three tips for e-commerce website design.   (3)

      C. Explain how e-commerce helps wholesale and service suppliers get around the limitations of traditional trade.   (5)

Q3   A. Compare digital products to digital services.   (2)

      B. State any three key differences between push and pull approaches to marketing.   (3)

C. Explain how customer relationship management (CRM) is implemented in e-commerce. **(5)**

Q4　A. State the basic elements of an e-commerce Catalogue. **(2)**

　　B. Enumerate the measures taken to ensure email system security. **(3)**

　　C. Explain the role of data analytics in e-commerce and how it enhances business decisions. **(5)**

Q5　A. What is a digital wallet? **(2)**

　　B. What factors should a seller take into account when estimating costs and setting prices in a business-to-consumer model? **(3)**

　　C. Illustrate the EDI architecture with the help of a neat labelled diagram. **(5)**

Q6　A. Explain any two threats involved in client server communication. **(2)**

　　B. Differentiate between the process of payment with a credit card and a debit card. **(3)**

　　C. Explain the meaning of intellectual property rights. Which sections of a website have to be covered by various intellectual property (IP) rights protections? **(5)**