

(Please write your Exam Roll No.)

Exam Roll No. 15

## END TERM EXAMINATION

FIFTH SEMESTER [BCA] JANUARY-FEBRUARY 2023

Paper Code: BCA305

Subject: E-Commerce

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all including Q.No.1 which is compulsory. Select one question from each unit.

- Q1 Attempt any five: (5x5=25)
- i) SSL Protocol
  - ii) Steps in setting up business on Internet
  - iii) Extranet
  - iv) Types of Security attacks
  - v) Call Centre operations
  - vi) EDI enabled procurement process.

### UNIT-I

- Q2 a) What do you understand by the term Trade Cycle? Explain its various types with the help of an example. (7.5)
- b) How is traditional commerce different from e-commerce? Also explain the operational and strategic benefits of E-commerce. (5)
- OR
- Q3 a) Define EDI. Give its layered architecture. (7.5)
- b) Explain how web traffic analysis can be helpful for a website owner in increasing the number of visitors. (5)

### UNIT-II

- Q4 a) Explain the various types of Electronic Payment systems with the help of examples. (7.5)
- b) Explain digital signatures and its usage. (5)
- OR
- Q5 a) Distinguish between Public and Private Key cryptography taking help of suitable examples. (7.5)
- b) What is the significance of having VPN? Also, state its architecture. (5)

### UNIT-III

- Q6 a) What do we understand by the term Business Process Reengineering? State the various steps involved in Business Process Reengineering in detail. (7.5)
- b) Explain Business Process Management. (5)

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- OR
- Q7 a) Explain the significance of supply chain management with the help of suitable examples. State the various types of supply chain. (7.5)
- b) Explain Porter's value chain model in detail. (5)

### UNIT-IV

- Q8 Discuss the major provisions contained in the IT Act 2000. How are they important in the current era? (12.5)
- OR
- Q9 How E-commerce can contribute in enhancing user satisfaction? Explain by taking the example of Airline Reservation. (12.5)
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