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(20525) Roll No.
BCA - VI Sem.

18028

B.C.A. Examination, May-2025

E-COMMERCE

(BCA-603)

Time : Three Hours] [Maximum Marks : 75

Note : Attempt **all** the sections as per instructions.

Section-A

(Very Short Answer Type Questions)

Note : Attempt **all** the **five** questions.

$3 \times 5 = 15$

1. Differentiate between e-commerce and e-marketing.
2. What do you understand by Electronic Data Interchange.
3. Explain Intranet and Extranet.

P.T.O.

4. What do you understand by 'Free speech'?
5. What is cyber crime? Explain

Section-B

(Short Answer Type Questions)

Note : Attempt any **two** questions.

$7.5 \times 2 = 15$

6. Explain with examples the "First Mover Advantage" in e-commerce.
7. Write a note on Electronic Fund Transfer.
8. What is the role of administrator in client/server technology? Explain.

Section-C

(Long Answer Type Questions)

Note : Attempt any **three** questions.

$15 \times 3 = 45$

9. Explain Electronic Marketing in Business Models.

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10. Explain B2B models with its merits.
11. What are stored value cards and e-cash?
Explain their significance in today's scenario.
12. Describe the ethical and public policy issues relating to e-commerce.
13. What are the cyber attacks? Discuss the measures that can be deployed as a safeguard from cyber attacks in an organization.

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