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(20524)

B.C.A.-VI<sup>th</sup> Sem.

(Printed Pages 4)  
Roll No. ....

**18028**

**B.C.A. Examination, May-2024**

**E-COMMERCE**

**(BCA-603)**

*Time : Three Hours ]*

*[Maximum Marks : 75*

**Note :** Attempt questions from **all** sections  
as per instructions.

**Section-A**

**(Very Short Answer Type Questions)**

**Note :** Attempt all the **five** questions. Each  
question carries **3** marks. Very short  
answer is required not exceeding 75  
words.

$3 \times 5 = 15$

1. Discuss the scope of electronic  
Commerce.

**P.T.O.**

2. What is Poster's model.

3. What is e-commerce?

4. What is debit card?

5. Discuss Internet protocols.

**Section-B**

**(Short Answer Type Questions)**

**Note :** Attempt any **two** questions out of  
the following three questions. Each  
question carries 7.5 marks. Short  
answer is required not exceeding 200  
words.  $2 \times 7.5 = 15$

6. What is business strategy? Discuss strategic implications of IT, Technology.
7. Discuss the characteristics of B2B EC.  
Explain the models of B2B EC.

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8. Explain electronic credit card system on the Internet. Discuss electronic fund transfer and debit cards on the Internet.

### **Section-C**

#### **(Long Answer Type Questions)**

**Note :** Attempt any **three** questions out of the following five questions. Each question carries 15 marks. Answer is required in detail.  $3 \times 15 = 45$

9. Discuss the business strategy in electronic age. Explain strategy formulation & implementation planning.
10. Discuss the role of software agents for B2B EC and explain electronic marketing in B2B.

11. Discuss EC-Related legal incidents and explain legal incidents for protecting intellectual property.
12. What is Extranet? Explain business models of extranet applications.
13. Discuss selling on the web, chatting on the web and multimedia delivery.