

A
(20623)
BCA-VIth Sem.

Printed Pages : 3
Roll No.

18028

B.C.A. Examination, June-2023

E-COMMERCE

(BCA-603)

Time : 3 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. Each question carries 3 marks. $5 \times 3 = 15$

1. What is e-commerce?
2. What is B2B?
3. What is intranet software?
4. What is internet indecency in e-commerce?
5. What is electronic marketing?

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Section-B

(Short Answer Type Questions)

Note: Attempt **any two** questions. Each question carries 7.5 marks. $2 \times 7.5 = 15$

6. What is supply chain? Explain porters value chain model?
8. What is electronic check system? Explain.
9. What is internet? Differentiate between e-commerce and internet commerce.

Section-C

(Long Answer Type Questions)

Note: Attempt **any three** questions. Each question carries 15 marks. $3 \times 15 = 45$

9. What is business strategy in electronic age? Explain strategic implications of information technology in business environment.
10. What is electronic data interchange? Explain auctions and services from traditional market to internet based EDI?
11. What is extranet? Explain business models of extranet applications.

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12. What is gambling in e-commerce? What are consumer and seller protection in e-commerce.
13. How internet can be used for business in e-commerce? Explain selling on the web and chatting on the web in detail.

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