Name : ....

Roll No. : ....

Invigilator's Signature : ....

CS/BCA/SEM-5/BCAE-501C/2013-14
2013
MULTIMEDIA AND E-COMMERCE

Time Allotted : 3 Hours　　　　　　　　　　**Full Marks : 70**

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words
as far as practicable.

GROUP – A
(Multiple Choice Type Questions)

1. Choose the correct alternatives for any *ten* of the following :　　　　　　　　　　　　　10 × 1 = 10

   i) What type of technology scrambles the contents of files sent via the Internet ?

      a) Encryption

      b) Secured data interchange

      c) Cryptogram

      d) Regulated code.

   ii) What terms is used to identify technology that is used to support many people working together on one project ?

      a) E-collaboration

      b) I-technology

      c) Social networking

      d) Knowledge management.

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iii) What term refers to the small web page that opens automatically with an ad when you visit some web sites ?

a) Marketing page   b) I-ad

c) Affiliate ad   d) Pop-up ad.

iv) What term refers to an organization's ability to tailor its products and services to its customers ?

a) Specialization

b) Target commerce or T-commerce

c) Mass customization

d) Adaption.

v) Which of the following best describes the process of streaming ?

a) Playing audio files

b) Delaying playing a multimedia element until enough data has been buffered so the element can play uninterrupted

c) Reducing the load time of a Web page by streamlining operations

d) Sending packets to a Web server to improve server performance.

vi) What does AIFF stand for ?

    a) Audio Interchange File Format

    b) Audio Interchange File Folder

    c) ASCII Interchange File Format

    d) Audio Internet File Format.

vii) An audio repository is which of the following ?

    a) A web presentation that warehouses audio files

    b) A library cataloging all MIDI music

    c) A web site that provides tutorials on sound

    d) A web server capable of playing audio files.

viii) The heart of a CRM program is

    a) a salesforce tool

    b) brand equity

    c) meeting needs of all stakeholders

    d) information technology, database systems and attitude changes in the organization.

ix) Oracle, SAP and IBM are examples of

    a) companies that implement customer lifetime value

    b) large suppliers of CRM systems

    c) excellent CRM organizational cultures

    d) the Pareto rule.

x) Which one of the following statements would *not* apply to the concept of Business Process Reengineering (BPR) ?

a) BPR is used to achieve improvements in the quantity offered of products and services

b) BPR is used to achieve improvements in the cost of products and services

c) BPR is used to achieve improvements in the quality of products and services

d) BPR is used to achieve improvements in the speed of delivery of products and services.

xi) When two companies are linked together by computers and they send business transactions through these computers, they are probably using

a) Digital wallets

b) Electronic data interchange

c) B2C

d) Smart cards.

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GROUP – B
(Short Answer Type Questions)
Answer any *three* of the following.   3 × 5 = 15

2. Explain electronic market with proper diagram and examples.

3. Describe different types of image format.

4. Write the main features of IT Act, 2000.

5. Explain digital signature in e-commerce. How does it differ from public key cryptography ?   2 + 3

6. What is MP3 compression ? What is morphing ?   2 + 3

GROUP – C
(Long Answer Type Questions)
Answer any *three* of the following.   3 × 15 = 45

7. a) What are visible images, non-visible images and abstract images ? Give examples of each.

   b) Explain colour space and models.   9 + 6

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8. a) What are the benefits of SCM ?

   b) What are the goals of SCM ?

   c) Why is SCM vital for e-commerce ?   5 + 5 + 5

9. a) Define hypertext.

   b) Define hypermedia.

   c) What is "www" ?

   d) What is "pel" ?

   e) Draw the Object Hierarchy.   2 + 2 + 2 + 2 + 7

10. a) Write one advantage and disadvantage of using M.. over digital audio ?

    b) What is the relation between multimedia, hypertext and hypermedia ?

    c) What is SGML ?

    d) What is pixel depth ?

    e) Briefly explain about multimedia authoring tools.

                                   2 + 3 + 1 + 2 + 7

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11. Write short notes on any *three* of the following :   3 × 5

    a)   JPEG

    b)   POS

    c)   EDIFACT

    d)   Electronic Wallets

    e)   Smart Card

    f)   Firewalls

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