BCAE-501C

MULTIMEDIA AND E-COMMERCE

Time Allotted: 3 Hours   Full Marks: 70

The questions are of equal value.
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. Answer any *ten* questions. $10 \times 1 = 10$

    (i) Which of the following describes e-commerce?

    (A) doing business electronically   (B) doing business
    (C) sale of goods   (D) all of the above

    (ii) Which segment do ebay, Amazon.com belong?

    (A) B2B   (B) B2C
    (C) C2B   (D) all of the above

    (iii) Digital products are best suited for B2C e-commerce because they

    (A) are commodity like product
    (B) can be mass customized and personalized
    (C) can be delivered at the time of purchase
    (D) all of the above

    (iv) Unique value auction mainly applies to

    (A) new product   (B) second-hand products
    (C) engineering products   (D) none

    (v) How the transactions occur in e-commerce?

    (A) using e-media   (B) using computers only
    (C) using mobile phone only   (D) none

5330   1

(vi) Which of the following refers to creating products tailored to individual customers?

(A) customization
(B) aggregation
(C) direct materials
(D) reverse auction

(vii) E-trading is also called

(A) e-brokering
(B) direct purchasing
(C) e-supply
(D) both (A) and (C)

(viii) The functions of translator are

(A) data conversion
(B) data documentation
(C) data decryption
(D) none of the above

(ix) The main modules of the materials management module are as follows

(A) monitoring purchase orders
(B) recording accounts
(C) maintaining the human resource database
(D) none of the above

(x) The advantage(s) of using B2C e-commerce is (are)

(A) increased efficiency
(B) reduced time
(C) cost effective
(D) all of these

(xi) Which on the following is not an ACH service?

(A) EFT
(B) GIRO
(C) CHIPS
(D) SWIFT

(xii) VAN provides services including

(A) secure connections
(B) security channel
(C) insecure connection
(D) none of these

GROUP B
(Short Answer Type Questions)

Answer any *three* questions.   3×5 = 15

2. What is MIDI? Briefly state the importance of MIDI in Multimedia.

3. Discuss about the future of e-commerce.

4. What does Reverse Auction mean? What are the benefits of it?

5. Explain cyber law. Why cyber laws are needed?

6. Differentiate Electronic Newspapers and Printed Newspapers.

GROUP C
(Long Answer Type Questions)

Answer any *three* questions.   3×15 = 45

7. (a) Define Multimedia. What are the characteristic features of Multimedia system?   2+3+2+2+3+3
    (b) What is audio/video converter?
    (c) What is Simulation? Briefly discuss about the essentiality of Simulator?
    (d) What is Animation?

8. (a) What are the Objectives of Cryptography? Define Digital Certificate and Digital Signature. What are the common causes for revoking a Digital Certificate?   2+2+2+3+2+4
    (b) Define SET. Describe the process of SET.

9. (a) What is Convergence? What was the need of Call Centre? Discuss the mode of working in a Call Centre.   2+2+4+2+2+3
    (b) What is Outsourcing?
    (c) What is Internet Banking? What are the advantages and disadvantages of Online Gambling?

10.(a) Briefly discuss about EDI. What are the short term and long term benefits of EDI?   3+7+5

   (b) Why would a company choose an EDI software solution over a web based or service bureau solution?

11.(a) Briefly discuss about Supply Chain Management. What are the limitations of it?   3+4+3+5

   (b) What is the essentiality of customer Relationship Management in e-commerce?

   (c) Briefly explain Pull Model.

12. Write short notes on any *three* of the following: 3×5
   (a) Business Process Re-Engineering
   (b) Online Share Dealing
   (c) Telemarketing
   (d) Electronic Cash
   (e) Firewalls.