CS/BCA/Odd/Sem-5th/BCAE-501C/2015-16

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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. All symbols are of usual significance.

GROUP A
(Multiple Choice Type Questions)

1.   Answer all questions.   10×1 = 10

(i) 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

(ii) 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

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

(A) Encryption

(B) Secured Data Interchange

(C) Cryptogram

(D) Regulated code

(iv) The Heart of 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

(v) EPS stands for

(A) Encapsulated Post Script

(B) Encrypted Post Script

(C) Enhanced Post Script

(D) None of these

(vi) The Video Standard used in India is

(A) NTSC

(B) PAL

(C) SECAM

(D) BHABA-256

(vii) Resolution of VGA monitor is (in pixels)

(A) 640 × 480

(B) 800 × 600

(C) 1024 × 768

(D) 320 × 440

(viii) NTSC is a

(A) Digital Video Standard

(B) Analog Video Standard

(C) Audio File Standard

(D) Text File Standard

(ix) Which of the following algorithms does BMP format use?

(A) Huffman

(B) Run length encoding

(C) Neither (a) nor (b)

(D) None of these

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(x) Isochronous means

(A) Different Time   (B) same time

(C) Equal time   (D) No time specified

GROUP B
(Short Answer Type Questions)

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

2. Discuss the prospect of E-Commerce.

3. Define Cyber Law. Why Cyber Laws are needed?

4. Explain electronic market with proper diagram and examples.

5. Write the main features of IT-Act 2000.

6. What is MIDI? Briefly state the importance of MIDI.

GROUP C
(Long Answer Type Questions)

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

7. What do you mean by BPR? Explain major ethical issues of ecommerce. Explain the current scenario of e-Commerce in India.   5+5+5

8. What is data mining? How data mining and data warehousing are related to ERP? What is E-CRM? Explain different types of CRM in details.   2+4+2+7

9. Define multimedia. What are the different components of multimedia system? Explain the advantages and disadvantages of MIDI over the digital audio. What is MP3 compression? What is morphing?   2+4+5+2+2

10. State five major advantages of online marketing. What are debit and credit cards? What are the requirements of digital payments? Write down a comparative study on symmetric key and asymmetric key cryptography.   3+3+3+6

11. Write short notes on any *three* of the following: 3×5
    (a) Software agent
    (b) Digital envelope
    (c) Payment Gateway
    (d) Firewalls
    (e) E-auction