Maulana Abul Kalam Azad University
of Technology, West Bengal

Utech

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL

Paper Code : BCAE-501C

PUID : 05148 (To be mentioned in the main answer script)

MULTIMEDIA & 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)   Resolution of VGA monitor is (in piexels)

        a)   640 × 480   b)   800 × 600

        c)   1024 × 768   d)   320 × 440.

    ii)   Which of the following describes e-commerce ?

        a)   Doing bisiness electroniacally

        b)   Doing business

        c)   Sale of goods

        d)   All of these.

iii) How the transactions occur in e-commerce ?

a) Using e-medias http://www.makaut.com

b) Using computers only

c) Using mobile phones only

d) None of these.

iv) .... is an integrated approach for identifying, acquiring and retaining customers.

a) Portal   b) BPR

c) CRM   d) Website.

v) All of the following are wireless internet access network technologies *except*

a) Wi-Fi   b) Bluetooth

c) Zigbee   d) GigaPoP.

vi) Which one of the following is *not* a function of network layer ?

a) Routing   b) Inter-networking

c) Congestion control   d) None of these.

vii) The Secure Electronic Transaction protocol is used for

a) credit card payment

b) cheque payment

c) electronic cash payments

d) payment of small amounts for internet services.

viii) In SET protocol a customer encrypts credit card number using

a) his private key

b) bank's public key

c) bank's private key

d) merchant's public key.

ix) .... is a commercial process that includes production, distribution, sales or delivery of goods and services through electronic means.

a) E-commerce   b) SCM

c) EDI   d) None of these.

x) Which of the following is *not* a party of SCM ?

a) Suppliers   b) Manufacturers

c) Distributors   d) Customers.

xi) What is the full form of BPR ?

a) Business Processing Re-engineering

b) Business Protocol Redirect

c) Bank Processing Return

d) Business Privacy Redirection.

xii) What is the full form of CRM ?

a) Consumer Retirement Management

b) Customer Rearrange Manager

c) Cost Redirect Memory

d) Customer relationship Management.

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

2. What is e-commerce ? What is difference between traditional commerce and e-commerce ?

3. What are the factors leading to failure of BPR ?

4. What is MIDI ? How is it different from digital audio ?

                                                   2 + 3

5. What is EDI ? Discuss the main features of EDI.

6. What are the differences between CRM and SCM ?

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

7. What are JPEG and MPEG ? What is MPEG format used for ? Is JPEG same as JPG ?

8. What is BPR ? Explain. What are the factors leading to success of Business Process Reengineering ? What are the factors leading to failure of BPR ?

9. What is FTP protocol ? What are the classes of IP addresses ? Why is IP address divided into classes ? How do you subnet ? What is IP subnet ?

10. What are SSL and SET ? Why is SSL important for e-commerce ? What is SET in e-commerce ? What do you do by SSL in https ?

11. What is supply chain management in e-commerce ? Why is supply chain management vital for e-commerce ? What are the basic components of a supply chain management system ?