Name : ....

Roll No. : ....

Invigilator's Signature : ....

CS/BCA/SUPPLE/SEM-5/BCAE-501C/2010

2010
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 the following :   10 × 1 = 10

    i)   Majority of B2B transactions are conducted through

           a)   EDI   b)   E-mail

           c)   Post office   d)   Fax.

    ii)   E-trading is also called

           a)   E-brokering   b)   E-supply

           c)   direct purchasing   d)   both (a) and (b).

    iii)   Credit card payment is under

           a)   B2B e-commerce   b)   B2C e-commerce

           c)   C2C e-commerce   d)   none of these.

iv) One of the important features of B2C is

   a) selling products and services to the end users

   b) direct purchasing

   c) both (a) and (b)

   d) only selling on the internet.

v) Information super-highway infrastructure includes

   a) Internet   b) WAN

   c) Routers   d) All of these.

vi) Ina   multi-tier e-commerce architecture, which one of the following is not middle tier server ?

   a) E-commerce server   b) HR server

   c) Application server   d) Database server.

vii) www is

   a) another name for internet

   b) world wide connection for computers

   c) a collection of linked information residing on computers connected by the internet

   d) a collection of world wide information.

viii) Two LAN segments are connected by a

   a) Router   b) Bridge

   c) Modem   d) POTS.

ix)   The acronym PSTN stands for

a)   Public Switched Telephone Network

b)   Public Service Telecom Network

c)   Privately Serviced Telephone Network

d)   Publicly Sold Telephone Network.

x)   VAN provides services including

a)   secure connections

b)   insecure connections

c)   security channel

d)   None of these.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following.   3 × 5 = 15

2.   Discuss the salient features of IT Act 2000.

3.   Explain the role of multimedia system in the development of E-commerce sites.

4.   What is E-auctioning ? What are its advantages ?

5.   What are the advantages of e-commerce ?

6.   Discuss the SET protocol to purchase an item.

GROUP – C

(Long Answer Type Questions)

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

7.   a)   What do you understand by Business Process Reengineering ?

b)   Why is supply chain management needed for any organization ?

c)   What role does BPR play in e-commerce ?

8. Write down the difference between supply chain management and customer relationship management. Discuss the characteristic features of multimedia system.

9. a) What is MIDI ? Where is it used ?

   b) What is MP3 compression ? Why is MP3 compression used ? How is MP3 compression done ?

10. a) Write down a comparative study on symmetric key and asymmetric key cryptography.

    b) What is 'search engine' ? What are the advantages and disadvantages of EDI ?

11. a) What are the typical contents of digital certificate ? What are the common causes for revoking a digital certificate ?

    b) Define blinding factor. Explain its working process and highlight its significance.

12. Write short notes on any *three* of the following :

    a) E-Cash

    b) MPEG

    c) Firewall

    d) Digital signature

    e) ERP.