



Name :
Roll No. :
Invigilator's Signature :

CS/BCA/SEM-5/BCA-E-501C/2011-12

2011

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 the following : $10 \times 1 = 10$
 - i) An e-commerce site such as eBay is a operation.
 - a) B2B
 - b) B2C
 - c) C2C
 - d) C2B.
 - ii) The protocol for transmitting private information over the Web is
 - a) SSL
 - b) SQL
 - c) FTP
 - d) HTTP.



- iii) The connection from the store to the credit card processing networks is provided by
 - a) the acquiring bank
 - b) a payment gateway
 - c) e-seller
 - d) the customer.
- iv) What does the terminology ISDN mean ?
 - a) Internal Service Digital Network
 - b) Integrated Systems Digital Network
 - c) Integrated Services Digital Naming System
 - d) Integrated Services Digital Network.
- v) A secure protocol that provides security for credit card payment is
 - a) Secure Electronic Transaction (SET)
 - b) Secure Electrical Transaction
 - c) Sure Easy Transfer
 - d) None of these.
- vi) Which one of the following is defined as the means of creating a unique photographic image without the use of a lens ?
 - a) Holography
 - b) Holygraphy
 - c) JPG
 - d) None of these.
- vii) The first commercial public key cryptosystem is
 - a) RSA
 - b) ARS
 - c) SRA
 - d) None of these.



viii) Which one of the following is not an ACH service ?

- a) EFT
- b) GIRO
- c) CHIPS
- d) SWIFT.

ix) VAN provides services including

- a) secure connections
- b) insecure connections
- c) security channel
- d) none of these.

x) Digital signature is implemented using

- a) public key
- b) private key
- c) public and private keys
- d) none of these.

GROUP - B

(Short Answer Type Questions)

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

2. What are the challenges for Multimedia Systems ?
3. Explain the terms Internet, Intranet and Extranet.
4. Describe the three phases of customer relationship management.
5. Explain the operation of SSL.
6. What are the requirements for digital payment ?



GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. a) Explain the business models of E-commerce based on the relationship between the transaction parties. Provide suitable examples where necessary.
b) What is e-tailing ? Explain. 9 + 6
8. a) What is EDI ? What are its advantages ?
b) Explain the functions of two communication protocols : HTTP and FTP. 8 + 7
9. List and describe E-business models based on the relationship of transaction parties. What is meant by reverse auction ? Describe briefly the advantages of online marketing ? 5 + 5 + 5
10. a) Describe CRM and BPR. How are they related ?
b) What is MIDI ? Where is it used ?
c) What is MP3 compression ? Why is MP3 compression used ? How is MP3 compression done ?
11. a) What is 'traffic' in context of internet and e-commerce ? What is the importance of 'traffic volume' ?
b) Write down a comparative study on symmetric key and asymmetric key cryptography.
c) What is 'search engine' ? Give example.
12. Write short notes on any *three* of the following : 3 × 5
 - a) Digital envelope
 - b) JPEG
 - c) Cyber Crime
 - d) Business Process Re-engineering.

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