



Name :

Roll No. :

Invigilator's Signature :

CS/BCA/SEM-5/BCAE-501C/2010-11

2010-11

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 : $10 \times 1 = 10$

- i) DES is a
 - a) secret key symmetric algorithm
 - b) secret key asymmetric algorithm
 - c) public key symmetric algorithm
 - d) none of these.
- ii) VAN's provide
 - a) secure connection
 - b) communication with other VAN's
 - c) restore transmission
 - d) all of these.



- iii) The function of translator is
 - a) data conversion
 - b) data documentation
 - c) data decryption
 - d) none of these.
- iv) Digital signature is implemented using
 - a) public key
 - b) private key
 - c) public and private keys
 - d) none of these.
- v) Which protocol is responsible for mail transfer ?
 - a) FTP
 - b) SMTP
 - c) TCP/IP
 - d) IPv6.
- vi) Credit card payment is under
 - a) B2B e-commerce
 - b) B2C e-commerce
 - c) C2C e-commerce
 - d) none of these.
- vii) AVI stands for
 - a) Audio Visual Interface
 - b) Audio Video Interface
 - c) Active Video Interface
 - d) Audio Voice Interface.
- viii) E-trading is also called
 - a) E-brokering
 - b) direct purchasing
 - c) E-supply
 - d) both (a) and (c).



- ix) Information super-highway (I-way) infrastructure includes
- a) internet
 - b) WAN
 - c) routers
 - d) all of these.
- x) PSTN extends
- a) Public Switched Telephone Network
 - b) Public Service Telecom Network
 - c) Private Service Telephone Network
 - d) Public Service Telephone Network.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

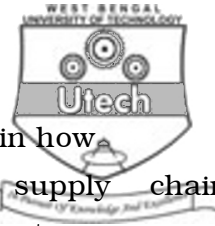
2. What is E-commerce ? What are the differences between traditional commerce and R-commerce ? $2 + 3$
3. What is E-advertising ? What do you mean by cyber buyers an cyber consumers ? $2 + 3$
4. Describe digital signature for e-payment system.
5. What is EDI ? What are pros and cons of internet EDI ? $2 + 3$
6. What is MIDI ? Enumerate different types of audio signals. $2 + 3$

GROUP – C

(Long Answer Type Questions)

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

7. a) What do you mean by CRM ? Describe the various aspects of CRM.
- b) What is the concept behind the internet ? $2 + 4 + 6 + 3$



8. a) Define supply chain management. Explain how E-commerce has helped through supply chain management and retain chain management. 2 + 7 + 6
- b) Compare and contrast symmetric and asymmetric key cryptographies. 2 + 7 + 6
9. a) Define multimedia. What are the different components of multimedia system ?
- b) Explain the advantages and disadvantages of MIDI over the digital audio.
- c) What is MP3 compression ?
- d) What is morphing ? 2 + 4 + 5 + 2 + 2
10. a) State five major advantages of online marketing.
- b) What are debit and credit cards ?
- c) What are the requirements of digital payments ? 5 + 5 + 5
11. Write short notes on any *three* of the following : 3 × 5
- a) Software agent
- b) Digital envelope
- c) E-marketing
- d) MPEG
- e) Business process reengineering
- f) B2B E-commerce.
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