	<u>Unedh</u>
Name :	(4)
Roll No.:	An Alasman Of Commission 2 and Excellent
Inviailator's Sianature:	

CS/BCA-(SEPARATE-SUPPLE)/SEM-5TH/BCAE-501C/2011

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) Which of the following is a part of physical network which supports B2C e-commerce?
 - a) Internet
- b) www

c) http

- d) LAN.
- ii) The main aim of E-Marketing is
 - a) To deliver products
 - b) To Provide customer service
 - c) To postion their product in the minds of the customer
 - d) All of these.

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- iii) VANs provide
 - a) secure connection
 - b) communication with other VANs
 - c) Restore transmission
 - d) All of these.
- iv) The acronym DES stands for
 - a) Digital Evaluation System
 - b) Digital Encryption Standard
 - c) Digital Encryption System
 - d) Double Encryption Standard.
- v) The main purpose of digital signature is
 - a) non repudiation
- b) authenticity
- c) confidentiality
- d) all of the above.
- vi) In multimedia application digital audio is stored in the format
 - a) GIF

b) WAV

c) TIFF

- d) BMP.
- vii) Which is not an E-commerce?
 - a) B2B

b) B2C

c) B2G

- d) B2D.
- viii) Morphing process relates to
 - a) television advertising
 - b) object shape changes
 - c) object motion
 - d) object with straight edges.

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- ix) Which is not a primary component of a firewall?
 - a) Network policy
- b) Packet filtering
- c) Application gateways d) Data hiding.
- x) EDI use
 - a) requires an extranet
 - b) requires value added network
 - c) can be done on internet
 - d) requires a corporate intranet.

GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following.

 $3 \times 5 = 15$

- 2. What do mean by the term 'e-commerce' ? State the advantages of e-commerce technology. Name the different e-commerce policies. 1+2+2
- What is a search engine? How is it involved in our daily life?
 Discuss the advantages and disadvantages of EDI. 1 + 1 + 3
- 4. Enumerate different types of audio signals.

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- What do you mean by business process re-engineering?
 Describe it in brief along with business process re-engineering cycle.
- 6. What is a Supply Chain Management ? State the problems involved with SCM. 1 + 4

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GROUP - C

(Long Answer Type Questions)

		Answer any <i>three</i> of the following. $3 \times 15 = 45$
7.	a)	What do you mean by customer relationship
		management?
	b)	Discuss the different phases involved in customer
		relationship management.
	c)	How does it differ from supply chain management?
8.	a)	What are the major characteristics of Multimedia
		System?
	b)	What is MIDI? Why is it used? 2 + 3
	c)	What is MP3 compression ? Why is it used ? How is
		MP3 compression done? $2 + 2 + 3$
9.	a)	State the duties and responsibilities of CA (Certificate
		Authority).
	b)	What are the typical content of a Digital Certificate?
	c)	Describe briefly about symmetric and asymmetric key
		cryptography.
10.	Explain E-business models with suitable example. Compar	
	B2E	3 and B2C. 10 + 5
11.	Write short notes on :	
	a)	Communication Protocol.
	b)	International Trade
	c)	Electronic Payment Systems.
	d)	E-Commerce Strategy.

Distinction between E-Business & E-Commerce.

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