



Name :
Roll No. :
Invigilator's Signature :

CS/BCA/SEM-5/BCA-E-501C/2012-13
2012
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 of the following :

10 × 1 = 10

- i) Resolution of VGA monitor is (in pixels)
- | | |
|---------------|---------------|
| a) 640 × 480 | b) 800 × 600 |
| c) 1024 × 768 | d) 320 × 440. |
- ii) EPS stands for
- | |
|-----------------------------|
| a) Encapsulated Post Script |
| b) Encrypted Post Script |
| c) Enhanced Post Script |
| d) None of these. |
- iii) The video standard used in India is
- | | |
|----------|---------------|
| a) NTSC | b) PAL |
| c) SECAM | d) BHABA-256. |



- iv) Pixelation means
 - a) Individual pixels become visible.
 - b) Increasing Image length
 - c) Increasing Image width
 - d) Increasing bit depth.
- v) BMP format uses which of the following algorithms ?
 - a) Huffman
 - b) Run length encoding
 - c) Neither (a) or (b)
 - d) None of these.
- vi) NTSC is a
 - a) Digital Video Standard
 - b) Analog Video Standard
 - c) Audio file Standard
 - d) Text file Standard.
- vii) Isochronous means
 - a) Different time
 - b) Same time
 - c) Equal time
 - d) No time specified.
- viii) Morphing means
 - a) Changing position
 - b) Changing shapes
 - c) changing colors
 - d) Scaling up or down.
- ix) SGML stands for
 - a) Synchronous mark-up language
 - b) Signal mark-up language
 - c) Standard generalized mark-up language
 - d) None of these.
- x) Kerning is
 - a) Vertical gap between two lines
 - b) smallest gap between characters
 - c) Horizontal gap between characters
 - d) None of these.



GROUP – B

(Short Answer Type Questions)

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

2. What is MIDI ? Briefly state the importance of MIDI in Multimedia.
3. Discuss about the future of E-commerce.
4. What does Reverse Auction mean ? What are the benefits of it ?
5. Define Cyber law. Why cyber Laws are needed ?
6. differentiate Electronic Newspapers and Printed Newspapers.

GROUP – C

(Long Answer Type Questions)

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

7. a) Define Multimedia. What are the characteristics features of Multimedia system ?
b) What is Audio/video converter ?
c) What is Simulation ? Briefly discuss about the essentiality of simulator ?
d) What is Animation ? $(2 + 3) + 2 + (2 + 3) + 3$



8. a) What are the Objectives of Cryptography ? Define Digital Certificate and Digital Signature. What are the common causes for revoking a Digital Certificate ?
b) Define SET. Describe the process of SET.
 $2 + (2 + 2) + 3 + (2 + 4)$
9. a) What is Convergence ? What was the need of Call Centres ? Discuss the mode of Working in a Call Centre.
b) What is Outsourcing ?
c) What is Internet Banking ? What are the advantages and disadvantages of Online Gambling ?
 $2 + 2 + 4 + 2 + 2 + 3$
10. a) Briefly discuss about EDI. What are the short term and long term benefits of EDI ?
b) Why would a company choose an EDI software solution over a web based or service bureau solution ? $3 + 7 + 5$
11. a) Briefly discuss about Supply Chain Management. What are the limitations of it ?
b) What is the essentiality of customer Relationship Management in E-commerce ?
c) Briefly explain Pull Model. $3 + 4 + 3 + 5$
12. Write short notes on any *three* of the following : $3 \times 5 = 15$
a) Business Process Re-Engineering
b) Online Share Dealing
c) Telemarketing
d) Electronic Cash.
e) Firewalls