Name :	A
Roll No. :	A Annual of Samuel of Samuel and Samuel
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 :

 $10 \times 1 = 10$

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.

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- 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 encodingd) None of these.
- c) Neither (a) or (b)
- vi) NTSC is a
 - a) Digital Video Standard
 - b) Analog Video Standard
 - c) Audio file Standard
 - d) Text file Standard.

Equal time

- vii) Isochronous means
 - a) Different time b) Same time
 - d) No time specified.
- viii) Morphing means

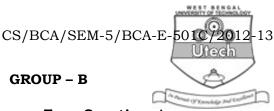
c)

c)

- a) Changing position b) Changing shapes
 - 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.

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(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 Abdio/video converter ?
 - c) What is Simulation ? Briefly discuss about the essentiality of simulator ?
 - d) What is Animation ? (2+3) + 2 + (2+3) + 3

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- 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

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