

CS/MCA/Odd/Sem-5th/MCAE-504B/2015-16



**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY,  
WEST BENGAL**

**MCAE-504B**

**E-COMMERCE**

Time Allotted: 3 Hours

Full Marks: 70

*The questions are of equal value.  
The figures in the margin indicate full marks.  
Candidates are required to give their answers in their own words as far as practicable.  
All symbols are of usual significance.*

**GROUP A  
(Objective Choice Type Questions)**

1. Answer *all* Questions 10×1 = 10
- A. State True or False 3×1
- (i) In Generic Trade Cycle, ORDER falls under SETTLEMENT phase.
- (ii) In Generic Trade Cycle, Electronic Market is represented by the REPEAT Cycle.
- (iii) GTDI and ANSI X-12 are used to implement Online Fund Transfer.

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**B. Choose the Correct Alternatives of the following:**

7×1

- (i) One of the important features of B2C is
- (A) selling products and services to the end users
  - (B) direct purchasing
  - (C) only selling on the interest
  - (D) both (A) and (B)
- (ii) Credit Card Payment is under
- (A) B2B e-commerce
  - (B) B2C e-commerce
  - (C) C2C e-commerce
  - (D) None of these
- (iii) EDIFACT is a standard for
- (A) Representing business forms used in e-commerce
  - (B) E-mail transaction for e-commerce
  - (C) Protocol used in e-commerce
  - (D) None of these
- (iv) E-trading is also called
- (A) E-brokering
  - (B) E-supply
  - (C) E-auctions
  - (D) Both (A) and (B)
- (v) Digital Signature is implemented using
- (A) public key
  - (B) private key
  - (C) public and private key
  - (D) none of these
- (vi) Majority of B2B transactions are conducted through
- (A) EDI
  - (B) E-mail
  - (C) Post Office
  - (D) Fax
- (vii) The acronym DES stands for
- (A) Data Encryption Standard
  - (B) Digital Encryption Standard
  - (C) Double Encryption Standard
  - (D) Data Encryption System

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**GROUP B**  
**(Short Answer Type Questions)**

- Answer any *three* questions. 3×5 = 15
2. What is E-Commerce? 5
  3. Explain the advantages and disadvantages of E-Commerce over normal commerce. 5
  4. What is Electronic Data Exchange? Explain with help of proper diagram and examples. 2+3
  5. Draw the Generic Trade Cycle, and briefly explain Trade Cycle. 5
  6. What are the usages of Electronic Markets? What is the importance of a EDI in E-Commerce? 2+3

**GROUP C**  
**(Long Answer Type Questions)**

- Answer any *three* questions. 3×15 = 45
7. (a) What is e-SCM? 2
  - (b) What is meant by supply chain of E-Commerce? 5
  - (c) What are the key characteristics of BPR? 5
  - (d) What are the common problems with BPR? 3

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8. (a) Is there any Privacy and Data Security of CRM? 6  
(b) What are the Types / Variations of CRM? 6  
(c) What is e-CRM? 3
9. (a) Explain why traditional payment systems are inadequate for E-Commerce. 2  
(b) Name the different electronic payment systems. 3  
(c) What legal issues are associated with Internet Commerce? Explain them. 2+3  
(d) Briefly explain the UN EDIFACT Standard. 5
- 10.(a) Discuss the security issues related to E-Commerce and hence explain the scope of E-Commerce in the present context. 4  
(b) Discuss the legal issues related to trademark and domain name. 4  
(c) What role does BPR play in E-Commerce? 3  
(d) Is BPR necessary for a new E-Commerce organization? 4
11. Write short notes on any *three* of the following: 3×5  
(a) B2B  
(b) SET Protocol  
(c) Electronic wallet  
(d) RSA Algorithm  
(e) Digital Signature