

**CS/MCA/ODD SEM/SEM-5/MCAE-504B/2016-17**



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

**Paper Code : MCAE-504B**

**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 × 1 = 10

- i) E-commerce activities are
  - a) A subset of E-business activities
  - b) A superset of E-business activities
  - c) The same as E-business activities.
- ii) C2C is
  - a) Consumer to consumer commerce
  - b) Customer to customer commerce
  - c) Consumer to customer commerce.

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- iii) Which of the following is a less direct goal of E-commerce ?
- a) 25 × 7 service
  - b) Global reach
  - c) OLAP.
- iv) Decision support is a part of
- a) E-advetising
  - b) E-Business
  - c) OLAP.
- v) E-CRM is better than traditional CRM because
- a) Help is available 24 × 7
  - b) Structured information can be provided to the customer periodically, as and when needed
  - c) Both (a) and (b).
- vi) Advantages in using E-SCM over traditional supply chains DO NOT include
- a) Ease of delivery
  - b) Ease of ordering and order tracking
  - c) Value addition.
- vii) Online tax filing is an example of
- a) E-Governance
  - b) Business to Government Commerce
  - c) Business to Business Commerce.

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- viii) "Infomediary" E-commerce is a type of E-commerce on the basis of
- Transaction party
  - Transaction type
  - Both (a) and (b).
- ix) "Metamediary" Web sites help
- Suppliers and businesses
  - Consumers and businesses
  - None of these.
- x) UN-EDIFACT is a standard for
- Datawarehouse usage
  - EDI implementation and usage
  - Transfer of monetary data from business to bank
  - None of these.

**GROUP - B**

**( Short Answer Type Questions )**

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

- What is Mobile Commerce ?
- What are the various characteristics of a Data-warehouse ?
- What is an EDI ? What are its uses in E-commerce ?
- Differentiate between online payment through cards and Internet banking.
- Mention the uses of Value Added Networks. Explain what you know of UNEDIFACT in brief.
- How does E-SCM differ from traditional SCM ? How does E-CRM differ from traditional CRM ?

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**GROUP - C**

**( Long Answer Type Questions )**

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

8. a) Write down the advantages and disadvantages of e-commerce.
- b) Explain B2C e-business model with example.  $8 + 7$
9. a) What are the various steps of DES ? What is RSA ?
- b) Suppose there is a message HI CHRIS.  
Find the encryption value of the message. Also find the decryption value of at least on character.  $7 + 8$
10. a) What is an e-business model ?
- b) Name some of the e-business models based on the relationship of transacting parties.
- c) What are the major advantages a company adopting B2B e-business model has over a brick-and-mortar company ?  $2 + 3 + 10$
11. Write short notes on any *three* of the following :  $3 \times 5$
- a) Cyber Laws
- b) EPI
- c) E-Marketing
- d) Digital signature
- e) E-SCM.
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