



Name :
Roll No. :
Invigilator's Signature :

CS/MCA/SEM-5/MCAE-504B/2012-13

**2012
E-COMMERCE**

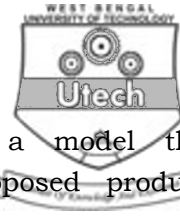
Time Allotted : 3 Hours

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) Which of the following describes e-commerce ?
 - a) Buying products from each other
 - b) Buying services from each other
 - c) Selling services from each other
 - d) All of these.
 - ii) Which segment do eBay, Amazon.com, and LandsEnd.com belong ?
 - a) B2Bs
 - b) B2Cs
 - c) C2Bs
 - d) C2Cs.
 - iii) What is the second step in the SDLC ?
 - a) Analysis
 - b) Design
 - c) Testing
 - d) Planning.



- iv) What is the process of building a model that demonstrates the features of a proposed product, service, or system ?
- a) Prototyping
 - b) Prototype
 - c) proof-of-concept prototype
 - d) Selling prototype.
- v) What are the principles and standards that guide our behavior toward other people ?
- a) Ethics
 - b) Intellectual property
 - c) Copyright
 - d) Fair Use Doctrine.
- vi) What is intangible creative work that is embodied in physical form ?
- a) Ethics
 - b) Intellectual property
 - c) Copyright
 - d) Fair Use Doctrine.
- vii) _____ is connection oriented transport protocol
- a) TCP
 - b) MAC
 - c) UDP
 - d) SMPT
- viii) _____ connects a local computer with a remote computer.
- a) SMPT
 - b) Telnet
 - c) VPN
 - d) None of these.
- ix) The protocol for transmitting private information over the Web is
- a) SSL
 - b) SET
 - c) HTTP
 - d) FTP.



- x) In order for a browser to encrypt your personal data it needs a
- a) padlock icon
 - b) traceroute
 - c) digital certificate
 - d) package tracker.

GROUP – B

(Short Answer Type Questions)

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

- 2. How does SSL work on e-payment ?
- 3. What is Business Process Reengineering ? Write down the steps involve in BPR.
- 4. Differentiate E-business and Ecommerce.
- 5. Discuss how online authorization process works.
- 6. Define static and mobile s/w agents ? Why we need s/w agents ?

GROUP – C

(Long Answer Type Questions)

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

- 7.
 - a) What do you mean by BPR ?
 - b) Explain major ethical issues of ecommerce.
 - c) Explain the current scenario of e-Commerce in India.

5 + 5 + 5
- 8.
 - a) What is SSL ? What are the main objectives to use SSL for online payment.
 - b) Explain online payment procedure in brief. What is eCash ?

8 + 7



9. a) What is eSCM ? 3
- b) What are the main activities to be done under supply chain management and how E-business support supply chain management ? 6 + 6
10. a) What is data mining ? How data mining and data warehousing are related to ERP ? 8
- b) What is eCRM ? Explain different types of CRM in details. 7
11. Write short notes on any *three* 3 × 5 = 15
- i) digital signature
 - ii) Zen cart
 - iii) OSI model
 - iv) Payment Gateway
 - v) 12A.
-