

M.C.A. Second Semester (Second Year) (CGS)
15531 : Electronics Commerce : 4 MCA 4

P. Pages : 2

Time : Three Hours



AV - 3282

Max. Marks : 80

- Notes :
1. Assume suitable data wherever necessary.
 2. Illustrate your answer necessary with the help of neat sketches.
 3. Use of pen Blue/Black ink/refill only for writing the answer book.

1. a) List and describe the seven unique features of e-commerce technology. 7
b) Explain following E-business transaction parties based models:- 7
 - i) Business-to-Business (B2B)
 - ii) Business-to-Consumer (B2C)

OR

2. a) Explain E-transition challenges for Indian corporates. 7
b) What are the various applications of E-commerce? 7
3. a) Explain software Agent in details. 7
b) How the Internet is changing the economics of information and business models? 7

OR

4. a) Explain the following terms:- 7
 - i) Online Marketing
 - ii) E-advertising
b) Explain most widely used client server Application. 7
5. a) Explain advantages and disadvantages of credit cards as E-payment system. 7
b) Explain the firewall and its components. 6

OR

6. a) Define risk and E-payment system and describe their distinguishing features. 7
b) Define E-cash system with its properties. 6
7. a) Explain data warehouse architecture for E-CRM. 7
b) Define E-SCM. Describe its advantages & benefits. 6

OR

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| 8. | Explain E-supply chain management & its components. | 13 |
| 9. | a) What is E-commerce strategy? Explain its importance. | 7 |
| | b) Explain data mining with its advantages. | 6 |

OR

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| 10. | a) Explain E-commerce strategy and knowledge management. | 7 |
| | b) Explain planning of E-commerce project. | 6 |
| 11. | a) Define M-commerce in India. | 7 |
| | b) Explain the working of cellular Network. | 6 |

OR

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| 12. | a) Explain security issues to cellular technologies. | 7 |
| | b) Explain wireless spectrum. | 6 |
