

AQ - 2639

Fourth Semester M. C. A. Examination

ELECTRONICS COMMERCE

Paper - 4 MCA 4

P. Pages : 3

[Max. Marks : 80]

- Note :** (1) Assume suitable data wherever necessary.
(2) Diagrams and equations should be given wherever necessary.
(3) Use pen of Blue/Black ink/refill only for writing the answer book.

UNIT - 1

1. (a) What are the various applications of E - Commerce ? 8
- (b) Explain E - transition challenges for Indian Corporates. 7

OR

2. (a) List and describe the seven unique features of e - commerce technology. 7
- (b) Explain following E - business transaction parties based models :—
 - (i) Business - to - Business (B2B)
 - (ii) Business - to - Consumer (B2C). 8

UNIT - 2

3. (a) How the Internet is changing the economic of information and business models ? 7
- (b) Explain Internet client / server applications. 6

OR

4. (a) Define the term Networks and Internet. 6

AQ-2639

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(b) Explain the following terms :—

- (i) Online Marketing (ii) E – advertising. 7

UNIT – 3

5. (a) Define a digital marked and describe its distinguishing features. 7
(b) Explain E – Security on the Internet. 6

OR

6. (a) What do you mena by E – Payment System. Explain in brief digital Payment requirements. 6
(b) Define risk and e – Payment system and describe their distinguishing features. 7

UNIT – 4

7. (a) What is supply chain in business ? Explain Processes included in supply chain. 7
(b) Explain Data warehouse architecture for E – CRM. 6

OR

8. (a) Define E – SCM. Describe its advantages and benefits. 7
(b) Explain the following trends in E – SCM (Supply Chain Management) :—
(i) Customer trend (ii) Service Process trend. 6

UNIT – 5

9. (a) Give a brief on E – strategy and virtual value chain in Industry. 6
(b) What is E – Commerce strategy ? Explain its importance. 7

OR

10. (a) Explain planning of E – Commerce Project. 6
(b) Give a brief Data Warehousing. 7

UNIT – 6

11. (a) Explain security issues to cellular technologies. 6
(b) What is wireless technologies ? Explain different wireless techniques used in M – Commerce. 7

OR

12. (a) What do you mean by Mobile Commerce ? Describe its Growth and Success. 7
(b) Explain the working of cellular Network. 6

