

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

P. Pages : 2

Time : Three Hours

**AU - 3167**

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) What are the various application of E-commerce. 7
- b) Explain in brief history of e-commerce. Write the advantages and disadvantages of e-commerce. 7

OR

2. a) Explain Advertising model and infomediary model. 7
- b) What are the major advantages of (B2B) Business to Business. 7
3. a) Define the term Networks and Internet. 6
- b) Explain the following terms: 7
 - i) Online marketing
 - ii) Marketing strategies.

OR

4. a) What do you mean by E-marketing? Identify Web Presence Goals. 7
- b) Explain Software Agent in details. 6
5. a) Explain E-payment System. 6
- b) Define a digital market and describe its distinguishing features. 7

OR

6. a) Explain what is Pretty Good Privacy (PGP). 7
- b) Explain the concept of Firewall and also explain the various components of Firewall. 6
7. a) What is supply chain in business? Explain processes included in supply chain. 7
- b) Define E-SCM. Describe its advantages and benefits. 7

OR

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| 8. | a) | What are the various components of E-CRM toolkit. | 7 |
| | b) | State & explain the customer life cycle. | 7 |
| 9. | a) | Explain seven dimensions of E-commerce strategy. | 7 |
| | b) | Explain the importance of Data warehouse for an organization. | 6 |

OR

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| 10. | a) | Explain planning of E-commerce project. | 7 |
| | b) | Explain data mining with its advantages. | 6 |
| 11. | a) | Define M-commerce in India. | 6 |
| | b) | Explain the working of cellular network. | 7 |

OR

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