AR–2519

Faculty of Engineering & Technology

M.C.A. Second Year Semester–II (C.G.S.) Examination

ELECTRONICS COMMERCE

(15531)

Paper—4 MCA 4

Time : Three Hours] [Maximum Marks : 80

INSTRUCTIONS TO CANDIDATES

(1) All questions carry marks as indicated.

(2) Assume suitable data wherever necessary.

(3) Diagrams and equations should be given wherever necessary.

(4) Use pen of Blue/Black ink/refill only for writing the answer book.

UNIT–I

1. (a) List and describe the seven unique features of e-commerce technology. 7

   (b) Explain the term "Web Hosting". Explain in brief :

   (i) Consumer–to–Business (C 2 B)

   (ii) Consumer–to–Consumer (C 2 C). 8

OR

2. (a) Explain in brief history of e-commerce. Write the advantages and disadvantages of e-commerce. 8

   (b) Explain E-transition challenges for Indian corporates. 7

UNIT–II

3. (a) How the Internet is changing the economics of information and business models ? 7

   (b) Explain the following terms :

   (i) Online marketing

   (ii) Marketing Strategies. 6

OR

4. (a) What do you mean by E-marketing ? Identify Web Presence Goals. 7

(b) Explain the following terms :

(i) Marketing Strategies

(ii) E-branding. 6

UNIT–III

5. (a) Explain advantages and disadvantages of credit cards as E-Payment System. 7

(b) Define E-Cash System with its properties. 6

OR

6. (a) Define a digital market and describe its distinguishing features. 6

(b) What do you mean by E-Payment system ? Explain in brief digital payment requirements. 7

UNIT–IV

7. (a) Explain the following :

(i) E–CRM solutions

(ii) E–CRM toolkit. 6

(b) Define E–SCM. Describe its advantages and benefits. 7

OR

8. (a) Explain data warehouse architecture for E–CRM. 7

(b) Explain the following trends in E–SCM (Supply Chain Management) :

(i) Customer trend

(ii) Service Procell trend. 6

UNIT–V

9. (a) Explain value chain and E-strategy in industry. 6

(b) Explain seven dimensions of E-commerce strategy. 7

OR

10. (a) Explain data mining with its advantages. 7

(b) Explain planning of E-commerce project. 6

UNIT–VI

11. (a) Explain security issues to cellular technologies. 7

(b) Define M-commerce in India. 6

OR

12. (a) Explain wireless applications and technologies for mobile commerce. 7

(b) Explain the working of cellular network. 6