Professional Course Exam., 2020

(6th Semester)

BACHELOR OF COMPUTER APPLICATIONS

(Internet and E-Commerce)

Full Marks : 75

Time : 3 hours

The figures in the margin indicate full marks for the questions

(PART : A—OBJECTIVE)

(*Marks* : 25)

Section—A

(*Marks* : 15)

Tick (✓) the correct answer in the brackets provided :　　　　1×10=10

1. By electronic commerce we mean

    (a) commerce of electronic goods　　　　( )

    (b) commerce which depends on electronics　　　( )

    (c) commerce which is based on the use of internet　　　( )

    (d) commerce which is based on transactions using computers connected by telecommunication network　　　( )

2. The dimension of e-commerce that enables commerce across national boundaries is called

    (a) interactivity　　　( )

    (b) global reach　　　( )

    (c) richness　　　( )

    (d) ubiquity　　　( )

3. Which of the following describes e-commerce?
   (a) Doing business electronically   (   )
   (b) Doing business   (   )
   (c) Sale of goods   (   )
   (d) Advertisement   (   )

4. What is the real potential of e-commerce?
   (a) Making a profit   (   )
   (b) Generating revenue   (   )
   (c) Improving efficiency   (   )
   (d) Buying and selling on the internet and WWW   (   )

5. Which of the following is not e-commerce strategy and plan?
   (a) Mission   (   )
   (b) Technology   (   )
   (c) Stakeholders   (   )
   (d) Price   (   )

6. SET protocol on internet stands for
   (a) Secure Electronic Transaction   (   )
   (b) Secure Internet Transaction   (   )
   (c) Secure Establish Transaction   (   )
   (d) Secure Electronic Transmission   (   )

7. A person who serves as a trusted agent or intermediary in the commercial transactions is called
   (a) salesman   (   )
   (b) buyer   (   )
   (c) businessman   (   )
   (d) broker   (   )

8. Which of the following items is used to protect your computer from unwanted intruders?
   (a) A cookie   (   )
   (b) A browser   (   )
   (c) A firewall   (   )
   (d) A server   (   )

9. What is the most significant part of e-commerce?

(a) B2B ( )

(b) B2E ( )

(c) B2C ( )

(d) C2C ( )

10. E-commerce increases competition by erasing geographical boundaries, empowering customers and suppliers, commoditizing new products, etc. How do companies usually solve this problem?

(a) By competing on price ( )

(b) By selling only through traditional channels ( )

(c) By lowering costs ( )

(d) By creating attractive Web sites ( )

State whether the following are *True (T)* or *False (F)* by putting a Tick (✓) mark in the brackets provided : 1×5=5

1. E-commerce was invented by Michael Aldrich in 1950.

(T / F)

2. E-commerce marketing strategy mainly focuses on marketing of products and services on the internet.

(T / F)

3. E-business is always online business.

(T / F)

4. Firewalls prevent unauthorized internet users from accessing private networks connected to the internet.

(T / F)

5. Amazon.com site is only for C2B.

(T / F)

SECTION—B

(*Marks* : 10)

Answer the following questions in *one* or *two* sentence(s) each : 2×5=10

1. Give an example for C2C model and explain it in brief.

2. What is e-cash?

3. What are the requirements for e-business?

4. Write a note on Web services.

5. What are the uses of firewall?

(PART : B—DESCRIPTIVE)

(Marks : 50)

1. (a) What is an e-commerce? Discuss the major advantages and limitations of e-commerce in different aspects. 2+8=10

    OR

   (b) Explain B2B and B2C model of e-commerce. 6

   (c) How does an e-commerce differ from the traditional commerce? 4

2. (a) Discuss an e-payment system. How does SET protocol help transactions in e-commerce? 5+5=10

    OR

   (b) What are the e-commerce strategies to increase online sales? 5

   (c) What is e-auction? What are the strategies for Web auctions? 5

3. (a) What is e-business? Discuss the characteristics, challenges and impact of e-business. 10

    OR

   (b) What are the impact and consequences of e-business? 5

   (c) What are the success factors for implementation of e-business strategies? 5

4. (a) Write a short note on RPC and RMI for integration of e-commerce application. 5

   (b) Explain service-oriented architecture. 5

    OR

   (c) Explain e-commerce infrastructure cluster of servers in brief. 4

   (d) What is cloud computing? Explain server consolidation by using cloud. 6

5. (a) Discuss the Information Technology Act, 2000 and mention the salient features related to e-commerce. 10

    OR

   (b) Elaborate security issues for e-business and suggest the protection for those issues associated with network and Web site risks for e-business. 10

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