

BACHELOR OF COMPUTER APPLICATIONS
(BCA) (Revised)

02065

Term-End Examination

December, 2016

BCS-062 : E-COMMERCE

Time : 2 hours

Maximum Marks : 50

Note : *Question No. 1 is compulsory and carries 20 marks. Attempt any three questions from the rest.*

1. (a) Explain the procedure to buy a book from a Web-based Bookshop. What are the advantages and disadvantages ? Explain briefly. 10
- (b) What is meant by Online Trading ? How is it performed ? What are its advantages and disadvantages ? 10
2. (a) Explain any five strategies to increase the visibility to your e-commerce website. 5
- (b) How can e-commerce portals make shopping secure ? 5

3. (a) Draw and explain the architecture of an online shopping e-commerce portal that sells electronic goods. 5
- (b) Explain m-commerce application flow. 5
4. (a) What is a Cyber Crime ? What are the different categories of Cyber Crimes ? 5
- (b) What are the different components in the online delivery of goods and services ? Explain their role. 5
5. (a) Explain transplanted real world business models and native Internet business models. 5
- (b) Explain the benefits of e-commerce to organizations, customers and society at large. 5
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