BCS-062

BACHELOR OF COMPUTER APPLICATIONS

Term-End Examination

June, 2014

BCS-062 : E-COMMERCE

Time : 2 hours *Maximum Marks : 50*

Note : (i) *Question no.* **1** *is* **compulsory** *and carries* **20** *marks.*

(ii) *Attempt* **any three** *questions from the rest.*

1. (a) Define the term E-Commerce. Explain its work flow. **10**

   (b) Define the term M-Commerce. What are the key drivers for M-Commerce ? Also, explain its attributes. **10**

2. (a) Explain any five strategies to increase visibility to your e-commerce website. **5**

   (b) How did your shopping experience change with the advent of e-commerce ? Explain with an example. **5**

3. (a) Explain the security concerns in e-commerce. **5**

   (b) Define the term "EDI". Explain its architecture with the help of a diagram. **5**

4. (a) Explain the procedure for Online Auction. What are advantages and disadvantages of Online auctions ? **5**

   (b) Explain any two models of e-commerce. **5**

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5. (a) What is a Cyber Crime ? What are different   5
categories of Cyber Crimes ?

(b) Explain the benefits of e-commerce to   5
organizations, customers and society at
large.