

**END SEMESTER EXAMINATION, JUNE - 2019**  
**BCA      FOURTH SEMESTER**

**COURSE CODE: BCA210****COURSE TITLE: E - COMMERCE****[Time allotted: Three hours]****[Max. Marks: 100]***Note: Attempt all Sections.*

**Section (A)**

**Q. 1. Attempt all questions.****(2 x 10 = 20)**

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| <ul style="list-style-type: none"><li>a. Explain C2B model with example.</li><li>b. What do you mean by network security?</li><li>c. Describe offline marketing.</li><li>d. Explain the role of SCM in e-commerce.</li><li>e. What do you mean by e-check?</li><li>f. Describe transaction security.</li></ul> | <ul style="list-style-type: none"><li>g. What are the basic elements of e-commerce?</li><li>h. What do you mean by message confidentiality?</li><li>i. What do you mean by World Wide Web (WWW)?</li><li>j. What are the differences between commerce and business?</li></ul> |
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**Section (B)**

**Q. 2. Attempt any 5 questions.****(7 x 5 = 35)**

- a. What is e-commerce? Discuss B2B and B2C model with proper examples.
- b. Define Electronic Data Interchange. What are the components of Electronic Data Interchange?
- c. What is Firewall? State the function of Firewall in e-commerce.
- d. Perform encryption and decryption using the RSA algorithm for the following:  
 $p=3; q=11; M=5$
- e. Write short notes on technologies in mobile commerce.
- f. Explain different type of online web marketing strategy.
- g. What is encryption? Explain Caesar cipher with example.

**Section (C)**

**Attempt any 3 questions.****(15 x 3 = 45)**

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| <b>Q. 3.</b> | <ul style="list-style-type: none"><li>a. What do you mean by integrity of a message? Describe a technique to ensure integrity of a message. (7.5)</li><li>b. What is public key encryption? Explain public key encryption with example. (7.5)</li></ul>                          |  |
| <b>Q. 4.</b> | <ul style="list-style-type: none"><li>a. Describe an online credit card payment system in electronic commerce environment. (7.5)</li><li>b. What is symmetric key cryptography? What are the main advantages and disadvantages of symmetric key cryptography? (7.5)</li></ul>    |  |
| <b>Q. 5.</b> | <ul style="list-style-type: none"><li>a. Discuss the feature VPN. What are the advantages and disadvantages of VPN? (7.5)</li><li>b. How can information from the internet be accessed using a WAP device? Discuss in detail the functionality of a WAP gateway. (7.5)</li></ul> |  |
| <b>Q. 6.</b> | <ul style="list-style-type: none"><li>a. Explain B2C e-commerce of a customer reserving airline tickets from home or workplace. (7.5)</li><li>b. What are the legal requirements in e-commerce? What do you mean by smart card? (7.5)</li></ul>                                  |  |
| <b>Q. 7.</b> | <ul style="list-style-type: none"><li>a. Why customer relationship management has assumed such high importance in E-enterprise. (7.5)</li><li>b. Compare e-commerce over traditional business. Draw e-commerce architecture. (7.5)</li></ul>                                     |  |

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