

NRT/KS/19/2224

Bachelor of Computer Application (B.C.A.) Semester—II Examination

E-COMMERCE

Paper—VI

Time : Three Hours]

[Maximum Marks : 50

Note :— (1) **All** questions are compulsory and carry equal marks.

(2) Draw neat and labelled diagram wherever necessary.

EITHER

1. (a) What is E-Commerce ? Explain 4 P's in the context of marketing strategy. 5
- (b) Explain Porter's Value Chain Model. 5

OR

- (c) Explain the role of Internet in E-Commerce. 5
- (d) Explain the concept of e-Market. 5

EITHER

2. (a) What are Value Chain and Supply Chain ? Explain. 5
- (b) Explain the factors that need to be considered in developing business strategy. 5

OR

- (c) Discuss the requirement of e-business along with challenges. 5
- (d) What are the competitive advantages using e-commerce ? Explain. 5

EITHER

3. (a) What are the stages involved in credit trade cycle ? Explain. 5
- (b) Discuss various issues in E-marketing. 5

OR

- (c) Define EDI. Also list the benefits of EDI. 5
- (d) Explain the following :
 - (i) Pen and things
 - (ii) Future of e-market. 5

EITHER

4. (a) Write a note on 'e-shop' in the context of e-commerce. 5
- (b) What are the advantages and disadvantages of consumer e-commerce ? Explain. 5

OR

- (c) What do you mean by e-visibility ? Explain. 5
- (d) Write notes on the following payment mechanisms :
 - (i) Credit Card
 - (ii) E-cash. 5

5. (a) Explain problems in e-commerce in India. 2½
- (b) What is first movers advantage ? Explain in brief. 2½
- (c) Differentiate between e-commerce and e-business. 2½
- (d) Write a note on 'E-commerce Security'. 2½