

Bachelor of Computer Applications (B.C.A.) Semester-II (C.B.S.) Examination**E-COMMERCE****Paper—VI**

Time : Three Hours]

[Maximum Marks : 50

N.B. :— (1) All questions are compulsory and carry equal marks.

(2) Draw neat and labelled diagrams wherever necessary

EITHER

1. (a) What is E-commerce ? What is the scope of electronic commerce ? 5
- (b) Write short notes on :
 - (i) Electronic markets
 - (ii) Electronic data interchange. 5

OR

- (c) What do you mean by Internet Commerce ? Explain with an example. 5
- (d) Write note on Inter Organizational value chains. 5

EITHER

2. (a) Explain Porter's value chain model. 5
- (b) Write short notes on :
 - (i) First mover advantage
 - (ii) Sustainable competitive advantage. 5

OR

- (c) Explain the strategy formulation and implementation planning. 5
- (d) What are the strategic implications of IT and technology ? 5

EITHER

3. (a) Draw a system diagram of pens and things using any diagramming convention. The diagram to include trade exchanges with customer and suppliers' organisations. 5
- (b) Write note on EDI and business. 5

OR

- (c) What are the advantages and disadvantages of e-market ? 5
- (d) Explain the credit transaction trade cycle. 5

EITHER

4. (a) What are the features of e-shop ? 5
- (b) Write short notes on :
 - (i) e-visibility
 - (ii) Online payments. 5

OR

- (c) What are the advantages and disadvantages of consumer e-commerce ? 5
- (d) Write a note on internet e-commerce security. 5

5. Attempt all :

- (a) What is e-commerce in perspective ? 2½
- (b) What is e-commerce evaluation ? 2½
- (c) What are the Usages of e-market ? 2½
- (d) What is e-commerce technologies ? 2½