

Roll No. ....

Total Pages : 3

**3992/M**

**M-26/2051**

**E-COMMERCE**

Paper-BCA-322

Semester-VI

Time allowed : 3 Hours] [Maximum Marks : 75

**Note:** The candidates are required to attempt two questions each from Section A and B carrying 15 marks each and the entire Section C consisting of 5 questions carrying 3 marks each.

**SECTION-A**

1. (a) Why E-Commerce is important for Real-life? Explain its various drawbacks also. 8
- (b) How Traditional Commerce was carried-out? In which scenario it was good than E-Commerce. 7

2. (a) Compare and contrast Internet and WWW. 8
- (b) Explain Electronics Commerce Framework in detail. 7
3. (a) How one can ensure security for Web applications? 8
- (b) Write a detailed note on Hypertext Publishing. 7
4. How Consumer-oriented E-Commerce is carried-out. Explain various applications also. 15

**SECTION-B**

5. (a) Define Marketing. Explain new age information based marketing in detail. 8
- (b) Explain various push-based advertising models with examples. 7
6. (a) Why Online Marketing is important? Explain its process. 8
- (b) Explain digital token-based electronic payment system. 7

7. (a) Explain various Credit-Card based electronic payment systems with their importance. 8
- (b) What are the various risks associated with electronic payment systems. 7
8. (a) How electronic data-interchange takes place? Explain. 8
- (b) Explain various public-policy issues for E-Commerce. 7

### SECTION-C

9. Explain the following : 5×3 = 15
- (i) Any three guidelines for advertising.
- (ii) WWW as architecture.
- (iii) Media Convergence.
- (iv) Anatomy of E-Commerce.
- (v) Ethical concerns for E-Commerce.