Roll No. ....   **Total Pages : 03**

BCA/M-20   **1895**

E-COMMERCE

BCA-243

Time : Three Hours]   [Maximum Marks : 80

Note : Attempt *Five* questions in all, selecting *one* question from each Unit. Q. No. **1** is compulsory. All questions carry equal marks.

(Compulsory Question)

1. (a) Briefly explain G2C.
   (b) Differentiate between smart card and credit card.
   (c) What is meant by EDI in governance ?
   (d) Write a short note on re-intermediation.
   (e) How e-Broker differs from traditional brokers ?
   (f) List the name of at least *five* products in B2C model.
   (g) Elaborate just-in time delivery in B2B.
   (h) Discuss supplier-oriented marketplace.   **8×2=16**

Unit I

2. (a) What do you mean by e-Commerce ? Differentiate between e-Commerce practices and Traditional commerce.

(b) Explain the different types and elements of an e-Commerce system. **8+8=16**

3. Explain SET protocol used in credit card transactions. What is the main interest aspect of SET protocol which gives confidence to customers transaction business using the internet ? **16**

Unit II

4. What are the principles of e-Governance for developing countries like India ? Differentiate between people participating in e-Governance and conventional governance models. **16**

5. (a) Write a detailed note on strategy of traditional and present departmental stores.

   (b) Draw and explain an e-Governance model on private sector interface. **8+8=16**

Unit III

6. What is the role of technology in electronic commerce and financial services ? Explain the factors which contribute in changing dynamics in online financial services. **16**

7. What is the benefit and impact of e-Commerce on online travel tourism services ? How is it different from traditional approach ? **16**

Unit IV

8. What factors does a retailer consider before developing a retail business model ? How do technology improvements help proving a success in such retailing models ? **16**

9. (a) List the key technologies and explain architectural models of B2B.

(b) Explain the e-Commerce scenario in India and its legal aspects. **8+8=16**