

Roll No.

BA-IT-05

E-Commerce

Bachelor of Arts in Information Technology

(BA-IT-12)

Third Year, Examination, 2017

Time : 3 Hours

Max. Marks : 60

Note : This paper is of **sixty (60)** marks containing **three (03)** sections A, B and C. Attempt the questions contained in these sections according to the detailed instructions given therein.

Section-A

(Long Answer Type Questions)

Note : Section 'A' contains four (04) long answer type questions of fifteen (15) marks each. Learners are required to answer *two* (02) questions only.

1. (a) Define e-Commerce.
- (b) Discuss the scope of e-Commerce.
- (c) Writes short notes on the following :
 - (i) B2C
 - (ii) P2P
 - (iii) C2C

2. (a) Explain the concept of ISP and its importance in the context of the Internet.
(b) Write a brief note on the evolution of the internet.
3. (a) Define WAP. Write the technology behind it.
(b) Write the differences between original WAP and later WAP. Show their protocol stack.
4. (a) What is EDI and how is it related to B2B application ?
(b) Describe in detail the online payment procedure in credit card system.

Section–B

(Short Answer Type Questions)

Note : Section ‘B’ contains eight (08) short answer type questions of five (05) marks each. Learners are required to answer *four* (04) questions only.

1. Explain the term ‘Web Promotion’. Discuss the different ways by which one can promote a website.
2. What is mobile commerce ? Write the services available in mobile commerce.
3. What software is mostly used by developers to build an Intranet site ? List any *five* available software that is use to build an Intranet site.
4. Describe some EFT services.
5. How does the Indian Custom EDI System help in International trading ?
6. What is meant by Cyber Crime and Cyber Law ? Explain some computer crimes and the related law in India to deal with those types of crimes.

7. Compare credit card and debit card payments.
8. What do you mean by banner exchange and shopping boots ?

Section–C

(Objective Type Questions)

Note : Section ‘C’ contains ten (10) objective type questions of one (01) mark each. All the questions of this section are compulsory.

1. Which of the following describes e-Commerce ?
 - (a) Doing business electronically
 - (b) Doing business
 - (c) Sale of goods
 - (d) All of the above
2. Which type of e-Commerce focuses on consumers dealing with each other ?
 - (a) B2B
 - (b) B2C
 - (c) C2B
 - (d) C2C
3. Which of the following is not related to security mechanism ?
 - (a) Encryption
 - (b) Decryption
 - (c) E-cash
 - (d) All of the above

4. A combination of software and information designed to provide security and information for payment is called a what ?
 - (a) digital wallet
 - (b) pop up ad
 - (c) shopping cart
 - (d) encryption
5. What is the name for direct computer-to-computer transfer of transaction information contained in standard business documents ?
 - (a) Internet commerce
 - (b) E-commerce
 - (c) Transaction information transfer
 - (d) Electronic data interchange
6. What is an internal organizational internet that is guarded against outside access by a special security feature called a firewall (which can be software, hardware, or a combination of the two) ?
 - (a) Client/server network
 - (b) Intranet
 - (c) Extranet
 - (d) Thin client
7. Which of the following is the primary characteristic of an intranet ?
 - (a) People outside the organization can access it
 - (b) People inside the organization can't access it
 - (c) People outside the organization can't access it
 - (d) None of the above

8. What scrambles the contents of a file so you can't read it without having the right decryption key ?
- (a) Encryption
 - (b) Intrusion-detection software
 - (c) Security-auditing software
 - (d) All of the above
9. Digital signature is a :
- (a) Digital id, send as an attachment to a web page/e-mail/message
 - (b) Is used for verifying the attachments send using web
 - (c) Both (a) and (b)
 - (d) None of these
10. Which one is not used as a security mechanism ?
- (a) Encryption
 - (b) Cryptography
 - (c) Wallets
 - (d) Digital signature

