

C 6501

B.C.A. (Three Year) DEGREE EXAMINATION, MARCH/APRIL 2018.

(End Semester Examination)

Sixth Semester

(Regular)

E-COMMERCE

Time : 3 Hours

Max. Marks : 70

PART — A

Answer any FIVE of the following questions. **(5 × 4 = 20 Marks)**

1. Technical components of E-Commerce.
2. Disadvantages of E-Commerce.
3. International Strategy Development.
4. One-to-One marketing.
5. Dot com companies.
6. Major failures of E-Commerce.
7. B2B hubs.
8. Permission marketing.

PART — B

Answer ALL the following questions. **(5 × 10 = 50 Marks)**

UNIT I

9. (a) Define E-Commerce. Also state its goals and limitations.

Or

- (b) Enumerate various technical components of E-Commerce and state their operational significance.

Turn Over

UNIT II

10. (a) Enumerate various application of E-Commerce in the modern computer world.

Or

- (b) Explain E-Commerce. Also state its basic foundations.

UNIT III

11. (a) How to develop an E-Commerce Strategy? Also state its process.

Or

- (b) What is B2C? Explain their operational aspects and significance.

UNIT IV

12. (a) What is online purchase? Also state the differences between online purchasing and traditional purchasing.

Or

- (b) List out three models of Electronic Market. Explain all of them in brief.

UNIT V

13. (a) Distinguish between E-Commerce and E-Business.

Or

- (b) Write a detailed note on origin and evolution of Electronic business.
