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**Register No:**

**Date:**

**St. Joseph’s College (Autonomous), BEngalUrU**

**II Semester Examination, March-April 2018**

**B C A**

**CA 6115 : E-Commerce**

**Time 2.5 Hrs Max Marks 70**

**This Question Paper contains one printed page and three parts**

**I Answer all ten questions 2 x10 = 20**

1. What is electronic commerce? Why is it preferable?
2. What is meant by electronic market place?
3. What do you mean by digital token based electronic payment system?
4. What is the function of a credit card? Give the names of other two different types of smart cards available.
5. How can we use EDI in business?
6. What is the difference between the business strategies of B2B and B2C?Explain with diagram.
7. What is advertising? How is it different frommarketing?
8. Explain any two features of MIME which are different from E-Mail.
9. What is cryptography? How is it different from watermark?
10. What do you mean by EP?

**II Answer any five questions 6 x 5 = 30**

1. What are the three different categories of EFT?
2. Explain OTPP.
3. Explainsymmetric and asymmetric cryptography with diagram.
4. Explain different steps of e-payment system.
5. Write in detail commerceNet advocacy.
6. Explain the mercantile process model from customer perspective.
7. What are the different types of shopping experiences? Explain in detail.

**III Answer any two questions 10 x 2 = 20**

1. With a block diagram explain the functioning of SEPP in detail.
2. Explain different types of marketing.
3. What are the factors we should keep in mind while designing the e-commerce web page.