

END TERM EXAMINATION

SIXTH SEMESTER [BCA] MAY-JUNE, 2025

Paper Code: BCA-304

Subject: E-Commerce (Batch 2021 Onwards)

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal choice is indicated.

- Q1 Attempt **any five** of the following questions: (5x5=25)
- (a) Differentiate between e commerce & e business.
 - (b) Explain advantages of social commerce.
 - (c) Describe different tools for SEO.
 - (d) What is the significance of recommendation systems in ecommerce sites, explain.
 - (e) Distinguish between credit card and debit card.
 - (f) Discuss some demerits of cryptocurrencies.
 - (g) Discuss some frequently committed cybercrimes.
 - (h) Explain Virtual Private Network(VPN).
- Q2 (a) How does a traditional commerce different from ecommerce. State some advantages of ecommerce. (6.5)
- (b) Discuss the various unique features of ecommerce. (6)
- OR**
- Q3 (a) "Modern market is driven by ecommerce" -give your views to approve/disapprove the quoted statement. (6.5)
- (b) Explain different technological building blocks of ecommerce applications. (6)
- Q4 (a) Define SEO. Explain the importance of SEO in the context of ecommerce. (6)
- (b) What is a product description page? Explain different parts of the page in brief. (6.5)
- OR**
- Q5 What is third party integration? Explain the concept of data layer integrations for analytics in ecommerce giving suitable examples. (12.5)
- Q6 (a) Write brief notes on: (6)
- (i) Payment gateway (ii) Peer to peer payment systems
- (b) Explain different digital token-based payment systems. (6.5)
- OR**
- Q7 (a) Explain the working of electronic fund transfer in an ecommerce environment. (6.5)
- (b) Discuss some major financial instruments. (6)
- Q8 (a) Elucidate on different credit card frauds happened in recent times. (5.5)
- (b) Elaborate on the major security concerns on social network platforms in connection with cybercrimes. (7)
- OR**
- Q9 (a) Define digital certificates and digital signatures. Write a note on different types of encryption. (6)
- (b) What do you understand by securing a channel? Explain some channel securing Techniques. (6.5)

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