Enrollment No: _	Exam Seat No:
	C. U. SHAH UNIVERSITY

Summer Examination-2019

Subject Name : E-Commerce

Subject Code: 4CS05BEC1 Branch: BCA

Semester: 5 Date: 19/03/2019 Time: 10:30 To 01:30 Marks: 70

Instructions:

- (1) Use of Programmable calculator & any other electronic instrument is prohibited.
- (2) Instructions written on main answer book are strictly to be obeyed.
- (3) Draw neat diagrams and figures (if necessary) at right places.
- (4) Assume suitable data if needed.

Q-1 Attempt the following questions:

(14)

- a) What is Application?
- **b)** What is ASCII?
- c) Define the term: Acrobat reader
- **d)** What is Authorization?
- e) Define the term: Browser
- **f)** What is the full form of FTP?
- **g)** What is Binary?
- **h)** Define the term: Bookmark
- i) What do you mean by Catalog?
- j) What is the full form of CGI?
- **k)** What is database?
- 1) What is the full form of DNS?
- **m**) What do you mean by Domain?
- **n**) Define the term: Encryption

Attempt any four questions from Q-2 to Q-8

Q-2 Attempt all questions

- 1 Describe B2B E-Commerce (5)
- 2 Discuss advertising revenue model (5)
- 3 Discuss online crime in perspective of E-Commerce (4)

Q-3 Attempt all questions

- 1 Explain various features of E-Commerce (5)
- 2 Discuss E-Mail marketing with suitable case (5)
- 3 Discuss web portals (4)

	Attempt all questions	
1	Write a note on: EDI	(5)
2	Discuss online auction	(5)
3	Discuss E-Mail marketing	(4)
	Attempt all questions	
1	Describe marketing Communication	(5)
2		(5)
3	Discuss organizational trends in E-Business	(4)
	Attempt all questions	
1	Explain protection of intellectual properties in online business	(7)
2	Describe various ethical issues of E-Commerce	(7)
	Attempt all questions	
1		(7)
2	Describe E-Commerce online payment	(7)
	Attempt all questions	
1	Write a note on: Business models	(7)
2	Describe revenue models	(7)
	1 2 3 1 2 3	 2 Discuss online auction 3 Discuss E-Mail marketing Attempt all questions 1 Describe marketing Communication 2 Explain Virtual communities 3 Discuss organizational trends in E-Business Attempt all questions 1 Explain protection of intellectual properties in online business 2 Describe various ethical issues of E-Commerce Attempt all questions 1 Discuss Web hosting in detail 2 Describe E-Commerce online payment Attempt all questions 1 Write a note on: Business models

