

**MCA-303**

December - Examination 2019

**MCA III Year Examination****E-Commerce****Paper - MCA-303****Time : 3 Hours ]****[ Max. Marks :- 80**

**Note:** The question paper is divided into three sections A, B and C. Write answers as per given instructions.

**Section - A****8 × 2 = 16****(Very Short Answer Questions)**

**Note:** Answer **all** questions. As per the nature of the question delimit your answer in one word, one sentence or maximum upto 30 words. Each question carries 2 marks.

1.
  - i. Draw the block diagram of E-Commerce architecture.
  - ii. Define e-logistic.
  - iii. What do you mean by content marketing?
  - iv. Write any two differences between web service and web site?
  - v. List any two disadvantages of e-commerce.
  - vi. What is an Electronic Wallet? Give an example.
  - vii. What do you mean by PPC (Pay per click)?
  - viii. What do you mean by Malware?

**Section - B****4 × 8 = 32****(Short Answer Questions)**

**Note:** Answer **any four** questions. Each answer should not exceed 200 words. Each question carries 8 marks.

2. What are the benefits of E-Commerce to the organization?
3. Define e-finance. Distinguish between traditional banking and e-banking.
4. Write short notes on B2C commerce.
5. How will you secure E-Commerce by building the infrastructure for Digital signature? Explain with suitable example.
6. Discuss SET protocol works for networking in e-commerce.
7. How do you filter to search consumers and to prepare commerce catalogs for selling and customization of an “e-commerce software packages”? Explain with suitable example.
8. Define Digital document? Discuss in brief about digital document types.
9. Write a short note on legal issues to e-commerce in India.

**Section - C****2 × 16 = 32****(Long Answer Questions)**

**Note:** Answer **any two** questions. You have to delimit your each answer maximum upto 500 words. Each question carries 16 marks.

10. Explain Client - Server Functioning Architecture in E-Commerce with neat diagram.
  11. Explain the types of electronic payment systems that are required in e-commerce. Explain with examples.
  12. Describe the term E-Business in detail. What are the various opportunities in E-Business.
  13. Describe the following:
    - a. EDI
    - b. Firewall
-