

AU-210

B.C.A. Part-III (Semester-V) Examination

E-COMMERCE

Paper—5ST5

Time : Three Hours]

[Maximum Marks : 60

Note :— (1) All questions are compulsory.
(2) All questions carry equal marks.

1. (a) What is E-commerce ? Explain its scope. 6
- (b) Describe the internet commerce. 6

OR

2. (a) Explain electronic commerce and trade cycle. 6
- (b) State and explain the goal of E-commerce. 6
3. (a) Explain supply chain system. 6
- (b) Discuss sustainable competitive advantages. 6

OR

4. (a) Describe interorganizational value chain. 6
- (b) Explain the term competitive strategy. 6
5. (a) Describe strategic implication of IT. 6
- (b) Explain following in Business Environment :
 - (i) Economy
 - (ii) Culture
 - (iii) Labour market. 6

OR

6. (a) Explain strategy formulation and implementation planning. 6
- (b) What is Business strategy ? Explain four stage process of strategy formulation. 6

7. (a) What is B2B E-commerce ? Explain its characteristics. 6
(b) Explain auctions and services from traditional to internet base EDI. 6

OR

8. (a) Explain procurement methods. 6
(b) Explain the roles of software agent for B2B E-commerce. 6
9. (a) Define electronic payment system and its phases. 6
(b) Explain the following :
(i) Debit Card
(ii) E-cash. 6

OR

10. (a) Explain the term SET. 6
(b) Explain the term intellectual property. 6