PRN:		Course Code :	BCA307

THIRD Year **BCA** End Semester Examination Winter 2022

E-Commerce Technology

Day and Date: Friday @16/12/2022 Max Marks: **100**

Time : 02:00pm – 05:00pm Duration: **03** hrs

			Marks	Bloom's Level	CO
Q.1		**Attempt the following**			
	a)	Explain categories of e-commerce.	08	L2	CO1
	b)	Compare Traditional commerce and e-commerce.	08	L4	CO2
		OR			
	b)	Explain e-commerce and trade cycle.	08	L2	CO1
Q.2		**Attempt the following**			
	a)	Illustrate types of e-commerce.	08	L2	CO2
	b)	Explain internet and its role in e-commerce.	08	L2	CO1
		OR			
	b)	Write a note on procurement and e-distributor in ecommerce.	08	L3	CO2
Q.3		**Attempt any two from the following**			
	a)	Define online transaction and explain steps involve in online transaction.	08	L1	CO1
	b)	Explain the top e-commerce challenges.	08	L2	CO1
	c)	List the Benefits of e-commerce on marketing.	08	L1	CO2
Q.4		**Attempt any two from the following**			
	a)	Explain in brief the importance of e-commerce security.	08	L2	CO1
	b)	Define digital signature And write a note on Signing certificate authority certificate.	08	L1	CO3
	c)	Write a note on data encryption and security measures in ecommerce.	08	L2	CO3
Q.5		**Attempt any Two the following**			
	a)	Discuss Ethics, Social and Political issues in ecommerce.	09	L1	CO3
	b)	Extend Role of Intellectual Property in E-Commerce.	09	L2	CO2
	c)	Elaborate the Analyzing Ethical Dilemmas in ecommerce.	09	L2	CO3
Q.6		**Attempt any Two of the following**			
	a)	Latest Technology Trends in the Industry and its Benefits	09	L4	CO4
	b)	Extend Role of ecommerce in the Service Sector, retailing	09	L4	CO4
	c)	Why is the E-Commerce Industry Seeing Such Huge Potential?	09	L3	CO4

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