GOA UNIVERSITY

T.Y.B.C.A (CBCS) (Semester VI)

Subject Name: E-Commerce Applications

Paper Title: E-Commerce Applications **Paper Code: UCAC121**

Duration: 2:00 Hours **Total Marks: 60**

***Instructions*:** 1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw diagrams wherever necessary.

Q1 A. Fill in the blanks: **(5x1=05)**

1. The unsolicited, unwanted, irrelevant or inappropriate messages appearing in the mailbox is known as _____.
2. A _____ is defined as a system or group of systems that enforces an access control policy between two networks.
3. _____is a small plastic card which requires sufficient balance in the customer's account when used for online transaction.
4. _____ activity of Supply chain uses web-based technology to support distribution, inventory tracking, and transportation.
5. Physical installation of product falls under _____ phase of Order Management Cycle.

Q1 B. State whether the following statements are true or false: **(5x1=05)**

1. HTTP is more secure than HTTPS.
2. A computer manufacturing company selling computers to the Government to be used in school is a B2G model of e-commerce.
3. Tele summit is an example of digital product.
4. A wallpaper ad is an advertisement which changes size and which may alter the contents of the webpage.
5. The Payment and Settlements Systems Act was formulated in the year 2008.

Q2 A. Highlight the role of Value Added Network in E-Business. **(2)**

B. Outline any *three* potential risks that can affect an e-commerce system. **(3)**

C. Write a note on Electronic Fund transfer and explain its process. **(5)**

Q3 A. Memorize any two B2B business models. **(2)**

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B. Distinguish between push advertising and pull advertising. **(3)**

C. Explain the concept of e-commerce cataloguing. How does effective catalogue management benefit both customers and merchants? **(5)**

Q4 **A.** Discuss the role of e-commerce in manufacturing sector. **(2)**

B. How E-CRM help in acquiring customers. **(3)**

C. Point out any 5 differences between traditional commerce and e-commerce. **(5)**

Q5 **A.** Give two examples each of digital product and digital service. **(2)**

B. Summarize how pay-per-click (PPC) ads enhance the effectiveness of online marketing platforms. **(3)**

C. Generalize various goals required for effective website design. **(5)**

Q6 **A.** Define the following terms: **(2)**

i. Search Engine Optimization

ii. Search Engine Marketing

B. How EDI overcomes the limitations of paperless trading. **(3)**

C. Explain the concept of Intellectual Property (IP) and discuss its significance in protecting different elements of a website. **(5)**

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