

M.C.A. - I (2 Years) New CBCS Pattern Semester-I
PSMCAT105.2 - Elective-II Paper-V - e-Commerce

P. Pages : 2

Time : Three Hours



GUG/S/25/13641

Max. Marks : 80

-
- Notes :
1. All questions are compulsory and carry equal marks.
 2. Draw neat and labeled diagram and use supporting data wherever necessary.
 3. Avoid vague answers and write specific answers related to questions.

Either:

1. a) Define E-Commerce. Explain it's functions and advantages in detail. 8
- b) Give the comparison between traditional commerce and E-commerce in detail. 8

OR

- c) Explain the EDI model and its benefits applications and limitations in detail. 8
- d) Describe the process of making an online payment using UPI or a payment gateway. 8

Either:

2. a) Define Internet. Discuss the role of intranet in B2B applications. 8
- b) How do businesses plan for electronic commerce initiatives? Explain in detail. 8

OR

- c) Discuss strategies for developing electronic commerce websites. 8
- d) Discuss how objectives of E-commerce are linked to business strategies in a real world Scenario. 8

Either:

3. a) Explain the concept of EDI, it's applications and limitations in detail. 8
- b) Discuss different types of electronic payment systems and how they work. 8

OR

- c) Compare traditional payment systems with modern electronic payment methods like e-cash and paperless bills. 8
- d) Demonstrate how Electronic Fund Transfer (EFT) is used in modern payments. 8

Either:

4. a) Discuss the pros and cons of online shopping from both customer and business perspective. 8
- b) Explain the various internet marketing techniques and E-cycle of Internet marketing. 8

OR

- c) Define E-Governance and discuss it's role in India's imports and exports system. 8
- d) Discuss how e-commerce initiatives improves service delivery for citizens in India. 8
5. Solve all the question.
- a) Explain the steps involved in wallet payments. 4
- b) What is Internet? Discuss its advantages and disadvantages. 4
- c) Describe the process of making a paperless bill payment using electronic system. 4
- d) Justify the implementation of an internet business model for a startup. 4
