

BCA/ECM : 504 (O)

2025

(5th Semester)



BACHELOR OF COMPUTER APPLICATIONS

Paper : ECM : 504 (Old Course)

(E-Commerce)

Full Marks : 70

Pass Marks : 45%

Time : 3 hours

(PART : B—DESCRIPTIVE)

(Marks : 45)

*The figures in the margin indicate full marks
for the questions*

1. (a) Illustrate the e-Commerce trade cycle with a neat diagram. 5
- (b) Explain how e-Commerce practices have transformed traditional business methods. 4
- Or
- (c) Discuss the essential features of e-Com platforms. 5
- (d) Describe the key players in the e-Com environment. 4

2. (a) Explain how e-Com has transformed supply chain management. 3
- (b) How does e-distributor connect manufacturers and customers? 3
- (c) How has the internet helped in reducing barriers to global trade? 3

Or

- (d) Discuss the importance of website design and development in e-Commerce. 5
- (e) What are the challenges of B2C e-Com business? 4
3. (a) Discuss different types of Electronic Payment Systems. 5
- (b) Explain the security challenges in e-payment. 4

Or

- (c) Discuss the role of branding in building customer trust. 4
- (d) Explain the different types of e-financing services. 5
4. (a) Discuss the major objectives of e-Commerce security. 5
- (b) Explain the role of cyber laws in protecting e-Commerce transactions. 4

Or

(c) Discuss the different types of security risks. 5

(d) Explain the concept of data breaches and their impact on e-Commerce. 4

5. (a) Write a note on the digital transformation of Indian business. 5

(b) Explain the use of B2B platforms in the manufacturing industry. 4

Or

(c) Discuss the role of government policies in promoting e-Commerce in India. 4

(d) Explain the major challenges faced by e-Commerce business in India. 5

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(5th Semester)

BACHELOR OF COMPUTER APPLICATIONS

Paper : ECM : 504 (Old Course)

(**E-Commerce**)

(PART : A—OBJECTIVE)

(Marks : 25)

The figures in the margin indicate full marks for the questions

A. Put a Tick (✓) mark against the correct answer in the brackets provided : 1×10=10

1. _____ is an early form of e-commerce.

(a) SCM ()

(b) EDI ()

(c) SET ()

(d) None of the above ()

2. Which e-commerce commercial enterprise model specifically specialises in selling services or products online?

- (a) Indirect marketing ()
- (b) Online direct marketing ()
- (c) Brick and mortar ()
- (d) Marketplace ()

3. Some marketers or companies charge other companies for letting them place a banner on their website, blogs or platforms known as the _____ e-commerce model.

- (a) affiliate ()
- (b) transaction ()
- (c) aggregator ()
- (d) advertising ()

4. Which dimension of e-commerce enables commerce beyond the boundaries of the country?

- (a) Richness ()
- (b) Interactivity ()
- (c) Global reach ()
- (d) Ubiquity ()

5. What is the primary function of a smart card in e-commerce?

- (a) To store frequent flyer miles ()
- (b) To make phone calls ()
- (c) To store digital information and process transactions ()
- (d) To serve as a physical key to a website ()

6. Which social media platform is best suited for B2C marketing due to its visual-centric platform for showcasing products?

- (a) LinkedIn ()
- (b) Twitter ()
- (c) Reddit ()
- (d) Instagram ()

7. The principle of ensuring that a customer cannot deny placing an order and a merchant cannot deny receiving payment is known as

- (a) authenticity ()
- (b) non-reproduction ()
- (c) integrity ()
- (d) confidentiality ()

8. The legal and financial responsibility for losses in an e-commerce transaction that are not the fault of the user is known as

(a) non-reproduction ()

(b) liability ()

(c) integrity ()

(d) copyright ()

9. An online system that allows a manufacturer to manage and track its procurement process is known as

(a) e-distributor ()

(b) e-procurement ()

(c) e-exchange ()

(d) private industrial network ()

10. A wholesaler uses an e-commerce platform to sell products to a retailer. What type of e-commerce model is this?

(a) B2C ()

(b) C2C ()

(c) B2B ()

(d) C2B ()

B. State whether the following statements are True (T) or False (F) by putting a Tick (✓) mark : 1×5=5

1. E-commerce involves only the buying and selling of goods, not services.

(T / F)

2. Secure socket layer certification is primarily used to enhance a website's visual appearance.

(T / F)

3. A key component of an e-commerce website is an effective logistics and delivery system.

(T / F)

4. Phishing attacks rely on browser parasites to compromise systems.

(T / F)

5. Traditional payment methods rely on open systems, while e-payments operate within closed systems.

(T / F)

C. Answer the following questions :

2×5=10

1. Write the difference between e-commerce and e-business.

2. What is electronic transaction?

3. What is the objective of SHTTP?

4. What are the types of e-payment system?

5. Define digital signature and message integrity.

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