Roll No. ..................................

# E–1886

## Diploma in Computer Application

## (Second Semester)

## EXAMINATION, May-June, 2021

**(New Course)**

E-COMMERCE

**(DCA—106)**

*Time : Three Hours* ]                    [ *Maximum Marks : 100*

[ *Minimum Pass Marks : 33*

**Note :** Attempt any *two* parts from each question. All questions
carry equal marks.

### Unit—I

1. (a)   What is E-commerce ? Explain the functions of
E-commerce. Explain the size and growth of
E-commerce.

   (b)   Describe in detail the world wide future projection of
E-commerce market.

   (c)   Explain   business   models   in   E-commerce
environment.

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### Unit—II

2. (a)   Explain the state of E-commerce in India. What are the
problems and opportunities in E-commerce in India ?

   (b)   Explain the working of EDI. Also describe EDI
components in detail.

   (c)   Writes notes on :

      (i)   FEDI for International Trade Transaction

      (ii)   ACH credit transfer payment system

### Unit—III

3. (a)   What are the various threats that are prevailing in E-
commerce industry ?

   (b)   Write down in detail the techniques that are used to
secure E-commerce networks. Explain with example.

   (c)   Write notes on :

      (i)   Secret key encryption

      (ii)   Digital signature.

### Unit—IV

4. (a)   Differentiate between pure and hybrid E-commerce
payment model.

   (b)   Discuss online debit to the account, with example.

   (c)   Write notes on :

      (i)   Online Credit Card

      (ii)   Digital Cash.

**Unit—V**

5. (a) What is direct marketing ? Explain impact of E-commerce on market and also describe marketing issues in E-market.

   (b) Explain B2C and C2C E-commerce with example.

   (c) Discuss business transaction cycle and also describe different types of transactions in E-commerce environment.