**St. Joseph’s College (Autonomous), Bangalore**

**Register No:**

**Date:**

**II Semester Examination, March-April 2017**

**B C A**

**CA 6115: E-COMMERCE**

**Time 2.5 Hrs Max Marks 70**

**This Question Paper Contains Two printed papers and Three parts**

**I Answer all ten questions 2 x10 = 20**

1. What are the limitations of electronic commerce?
2. What is the electronic payment system?
3. What do you mean by digital token based electronic payment system?
4. What are the different venues of host interaction?
5. What is EDIFACT?
6. What is VAN?
7. Differentiate advertising from marketing.
8. Explain any three features of MIME.
9. What do you mean by interactive advertising?
10. What is a digital signature? How is it implemented?

**II Answer any five questions 6 x 5 = 30**

1. What are the advantages of e-commerce?
2. What are the basic steps involved in the introduction of new product into the market?
3. What is cryptography? Explain with diagram. How is symmetric cryptography different from asymmetric cryptography?
4. Explain EDI software implementation.
5. Write short notes on STP.
6. With neat diagram explain the functioning of B2B and B2C business models.
7. What are the different types of shopping experiences? Explain in detail.

**III Answer any two questions 10 x 2 = 20**

1. Write a note on
2. commerceNet advocacy
3. EP
4. Write about the different marketing categories in the E-commerce scenario with example.
5. Explain the functioning of SEPP.