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Register Number:

DATE:10-04-2017

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU-27**

**VI Semester Examination, April 2017**

**B C A**

**CA 6112 : E-Commerce**

**Time 3Hrs Max Marks 100**

**This paper contains 2 printed pages and 3 parts**

**PART-A**

**Answer all TEN questions 3 x10 = 30**

1. What are the applications of electronic commerce?
2. What is meant by electronic payment system?
3. What do you mean by digital token based electronic payment system?
4. What is a smart card? What are the different types of smart cards available?
5. What is EDI?
6. What is EFTs?
7. Differentiate advertising from marketing.
8. Explain any three features of MIME.
9. What are the different categories of electronic fund transfer (EFT)?
10. What is a digital signature? How is it implemented?

**PART-B**

**Answer any FIVE questions 8 x5 = 40**

1. What are the benefits of e-commerce?
2. What are the basic steps involved in the introduction of new product into the market?
3. What the different types of cryptography? Explain with diagram.
4. Explain OTPP in detail.
5. Write in detail about EDI software implementations.
6. Explain the mercantile process model.
7. What are the different types of shopping experiences? Explain in detail.

**CA-6112-A-17**

**PART-C**

**Answer any THREE questions 10 x3 = 30**

1. Write a note on
2. Commerce Net advocacy.
3. VAN.
4. With a block diagram explain the functioning of SEPP in detail.
5. Write about the Internet advertisement categories in the E-commerce scenario with example.
6. Explain the steps involved in adaptation of a new product process on the internet.
7. Discuss EP in detail.

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