

(DMCA207)

Total No. of Questions : 18]

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M.C.A. DEGREE EXAMINATION, MAY - 2018**(Second Year)****E-COMMERCE****Time : 3 Hours****Maximum Marks : 70**

SECTION - A**(3 × 15 = 45)****Answer any THREE questions**

- Q1)** Discuss Early Business Information Interchange efforts.
- Q2)** List and briefly define Identifying Web Presence Goals.
- Q3)** Explain briefly regarding Digital Token-Base e-Payment System.
- Q4)** Explain briefly regarding Customer Relationship Management.
- Q5)** Explain the Importance of Data Warehouse for an Organization.

SECTION - B**(5 × 4 = 20)****Answer any FIVE questions**

- Q6)** Discuss advantages and disadvantages of E-commerce.
- Q7)** Explain Network Routers and Switches.
- Q8)** Discuss about Online Marketing.
- Q9)** Explain the need of E-advertising.
- Q10)** Explain converting between different bit lengths.
- Q11)** Give some reasons for using e cash.
- Q12)** Explain Seven way to Reduce Inventory.
- Q13)** Explain briefly regarding Data Mining.

SECTION - C

$(5 \times 1 = 5)$

Answer ALL questions

- Q14)** What is the importance of Search Engine?
- Q15)** What Markup Languages and the Web?
- Q16)** What is branding?
- Q17)** Define Privacy.
- Q18)** Give some examples of Encryption Technique.



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