

Master of Computer Application (MCA-II) (CBCS Pattern) Third Semester  
**PMCAT305.2 - Paper-V Elective-II : e-Commerce**

P. Pages : 2

Time : Three Hours



**GUG/W/18/11109**

Max. Marks : 80

- Notes :
1. All questions are compulsory and carry equal marks.
  2. Draw well labelled diagram wherever necessary.
  3. Avoid vague answers and write specific answers to related questions.

**1. EITHER.**

- a) What do you mean by EDI? Explain EDI model in detail. 8
- b) Explain following : 8
  - 1) Payment Gateways.
  - 2) Imps.

**OR**

- c) Discuss online payment system for e-commerce. 8
- d) Explain Goal, function and advantages of e-commerce. 8

**2. EITHER.**

- a) Write a detail note on component of Intranet. 8
- b) Explain planning Electronic commerce Initiatives. 8

**OR**

- c) Discuss strategies for developing electronic commerce website. 8
- d) Explain role of intranet in B2B Application. 8

**3. EITHER.**

- a) Explain application and Dis-advantages of EDI. 8
- b) Write a note on : 8
  - i) Value exchange system.
  - ii) Electronic fund transfer.

**OR**

- c) Explain types of electronic payment system. 8
- d) Discuss various modern payment cash in detail. 8

- 4. ETHER.**
- a) Explain E-cycle of internet marketing. **8**
  - b) Discuss various internet marketing techniques. **8**
- OR**
- c) Explain how internet business is easier than traditional business. **8**
  - d) Write a detail note on personalization e-commerce. **8**
- 5. Solve all the questions.**
- a) Write a short note on UPI. **4**
  - b) Give the difference between intranet and extranet. **4**
  - c) Explain credit card system in brief. **4**
  - d) Give PROS and cons of online shopping. **4**

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