Question Bank
Bachelor of Computer Application (BCA-11)
BCA Fifth Semester
BCA-18
e-Commerce

Section-A
(Long Answer Type Questions)

1. Who are the stakeholders in E-Commerce information system? Explain the benefits and limitations of E-commerce.
2. Explain the role of Software Agents in E-Commerce.
3. Describe the functional requirements for online selling and what specialized services and servers perform these functions.
4. Explain Internet, intranet, extranet and their usage and benefits in today's organization settings.
5. Discuss the process of data mining? What are the advantages of data mining?
6. Compare and contrast the traditional business with electronic commerce.
7. With the help of any example web site explain the perspectives of the buyers and sellers in a B2B Ecommerce web site.
8. What is e-payment? Why is orientation and standardization required for e-payment businesses?
9. Explain the different steps involved in the development of an e-commerce web site.
10. What is E-shopping? What are the advantages and disadvantages of e-shopping?
11. Discuss the various threats involved in client server communications and how are they encountered in EC business.
12. Discuss the different online marketing strategies in EC.
13. Write notes on following:
    a. Content Marketing
    b. Digital Certificate
14. Write in short about following:
    a. Smart cards
    b. Digital or Electronic cash
    c. Features of an e-payment system

d. SSL

15. Discuss the security requirements of Internet and E-commerce applications and how these requirements are fulfilled by various hardware and software systems.

16. Write about ethical, social and political issues in E-Commerce.

17. How Internet does based advertising capable of competing with commercial advertising?

18. Discuss any two passive and active advertising methods.

19. Explain the role and support of E-Commerce in the following applications:
    a. Real estate business
    b. Insurance sector
    c. Jobs and employment sites
    d. Travel

20. Explain the application of E-Commerce in any one of the following fields:
    a. Home banking
    b. Home Entertainment
    c. Home Shopping

Section-B
(Short Answer Type Questions)

1. Define electronic commerce.
2. Discuss the various components of electronic commerce applications?
3. What are the goals of Data mining?
4. What is the role of agents for B2B EC?
5. What are the advantages of data warehouses?
6. What is the importance of JIT delivery in B2B E-commerce?
7. Explain the benefits & limitations of E-commerce
8. Explain market research in EC.
9. What are the characteristics of internet-based EDI?
10. Explain the role of EC in service industry
11. Differentiate between data warehousing and data mining.
12. What is on electronic payment system? What are its types and advantages?
13. Explain the role of World Wide Web in the field of e-commerce.
14. Why do the companies usually choose to implement SAP?
15. What are the concerns for growth of e-commerce in India?
16. What are the limitations of traditional payment instruments? How are these limitations overcome by electronic payment systems?
17. What do you understand by WWW? What is the use of hypertext links in Internet access? Name some popular Internet Browsers.

18. What are the advantages and disadvantages of a Smart Card?
19. Discuss how E-Commerce is helpful to business success.
20. Write notes on ethical, social and political issues in EC.
21. Discuss the major methods used for advertisement?
22. What is supply chain management? Discuss how it is advantageous to EC.
23. Write in brief about collaborative commerce.
24. Write about retail business using EC.
25. What are the key technologies for B2B E-commerce?
26. Discuss the case study in online service industry perspective.
27. Write about the technologies required for EC Implementation.
28. Write about how search engine is useful in EC.
29. Discuss about social media impact on e commerce.
30. Discuss the E-commerce Architecture and its components in detail with the help of a diagram.
31. Write notes on
    a. SET
    b. Internet service providers
32. Discuss the infrastructures required for EC.
33. Explain how EC facilitates customization of products and services.
34. List the advantages and disadvantages of EC.
35. Explain different types of EC with respect to customers and vendors.
36. Discuss the life cycle for developing an EC web site.
37. Explain education web enabled service with respect to time saving, efforts of the user, convenience and quality factors.
38. Discuss in detail about the security issues for which electronic cash is transferred over internet with an example.
39. What is an EDI? Explain how business transaction can take place in an EDI.
40. Write about different advertising strategies online.
41. Write about social and political issues in EC.
42. Explain the role of EC in:
    a. supply chain management
    b. Retailing
43. Write in detail about how tourism industry can gain advantage in its economics using EC.
44. Discuss the advantages of implementing EC in business.
45. Discuss in detail about Internet Service provider's role in EC.
46. Write about how search engines are helpful to EC.
47. How is e-mail useful for E-Commerce? Is it secure to transact through e-mail? Explain.

48. What is a web server? What is the data held in web server in the context of EC?
49. Write about Internet advertisement categories in the E-commerce scenario.
50. Discuss different web technologies used for EC.
51. Discuss about how search engines can be used to reach the customers.
52. What is multimedia? Discuss multimedia applications for E-business.
53. What are the different E-Commerce business models?
54. Write about various Internet tools required for successful E-Commerce.
55. Explain different steps for developing an E-Commerce web site.
56. What is an EDI? List its benefits and limitations.
57. What do you mean by media convergence? Discuss its impact.
58. Write about the Search engine functions and uses.
59. Discuss about Internet applications for E-Commerce.
60. Write notes on following:
    a. E-Cash
    b. Electronic Cheques.