Bharati Vidyapeeth's

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THIRD SEMESTER [MCA] Supplementary Internal Examination, January 2023

Paper Code: MCA–225	Subject: e-Business Systems

Time: 3 Hours	Maximum Marks: 75

Note: Attempt THREE questions in all. Question No. 1 is compulsory, and attempt one question from each unit.

1. Answer all the following questions briefly: - 2.5 × 10 = 25

   (a) Describe the benefits of e-commerce. CO1

   (b) Identify the names of 5 companies which are involved in business-to-business e-commerce. CO1

   (c) Discuss any five services offered by government-to-business e-commerce. CO1

   (d) List the six objectives of PCI compliance in payment solutions CO3

   (e) Explain the working of dropshipping model of e-commerce. CO1

   (f) Describe the components of electronic payment system. CO3

   (g) Compare business model and revenue model. CO4

   (h) List various web marketing strategies. CO4

   (i) Demonstrate (with an appropriate diagram) the process of obtaining the digital certificate. CO3

   (j) Differentiate between direct debit and direct deposit. CO3

UNIT - I

2. (a) Describe the functional versions of e-commerce. Compare e-commerce with traditional commerce. 5 CO1

   (b) Illustrate the working of World Wide Web. With a neat diagram, describe the working of router-based architecture of the Internet. 5 CO1

3. (a) Explain the Porter's value chain model. By considering an appropriate example, discuss the way of creating industry value chain. 5 CO1

   (b) Discuss different Internet connection options with their advantages and disadvantages. 5 CO1

UNIT - II

4. (a) Describe CIA in context to security of information system resources. List best practices to implement CIA to secure the information system resources. 5 CO2

   (b) Apply RSA algorithm to encrypt the plain-text message m = 9 with prime numbers (p = 7 and q = 11) to generate the public and private keys. 5 CO2

5. (a) Illustrate the process of secure accessing of a website using secure sockets layer approach. Identify the cryptographic approach used by the secure sockets layer approach. 5 CO2

(b) Explain asymmetric encryption model. Apply rail fence (depth = 3) algorithm to encrypt the plain text message "Today is the supplementary examination of e-Business Systems".   5 CO2

UNIT - III

6. (a) Explain electronic data interchange (EDI) with its types and advantages.   5 CO3

(b) What are the two broad stages of card transactions? Illustrate the processes of two stages for debit card transaction.   5 CO3

7. (a) Discuss the role of 3D secure in payment process. Explain the process of 3D secure when customer uses the card that is enrolled in the 3D Secure program.   5 CO3

(b) Describe different types of electronic fund transfer. Compare NEFT, RTGS and IMPS.   5 CO3

UNIT - IV

8. (a) Compare digital commerce and electronic commerce. Discuss the challenges and trends in digital commerce.   5 CO4

(b) Discuss different revenue models (by giving at-least 2 examples of each) over Internet.   5 CO4

9. (a) Explain why mobile commerce is considered as a revised form of e-commerce? List the advantages and barriers for mobile commerce.   5 CO4

(b) Describe the essential components of a business model. Discuss the business model followed by Netflix.   5 CO4