

END TERM EXAMINATION

SIXTH SEMESTER [BCA] MAY-JUNE- 2026

Paper Code: BCA-304

Subject: E-commerce

Time: 3 Hours

Maximum Marks:60

Note: Attempt all questions as directed. Internal Choice is indicated.

- Q1 Attempt **any five** of the following questions (5x4=20)
- a) What are the essential components required to build an E-commerce website? Explain any two.
 - b) Distinguish between E-Commerce and E-business models with suitable examples.
 - c) Explain the role of a payment gateway in online transactions.
 - d) Describe Electronic Billing Presentment and Payment System.
 - e) Mention any four techniques for on page SEO.
 - f) What is m-commerce? List two real-life examples.
 - g) List and explain any four advantages of using E-Commerce in business.
 - h) What is DDOS attack in the context of cyber security?
- Q2 Highlight the unique features that set E-Commerce apart from traditional commerce. (10)
- OR
- Q3 Explain the different types of E-Commerce models with real-world examples. (10)
- Q4 You are planning to launch an online bookstore. Describe the steps you would take to plan and build the e-commerce website, including the technologies you would use. (10)
- OR
- Q5 Discuss the emerging technologies which are being used in E-Commerce applications for enhancing user experience. (10)
- Q6 Discuss various electronic payment methods. Mention their advantages and limitations. (10)
- OR
- Q7 How Does the Credit or Debit Card Transaction Process Work? Which are the parties or players involved in the transaction? (10)
- Q8 You are hired as a consultant to secure an e-commerce platform. What are the various security measures will you take? (10)
- OR
- Q9 Explain major security issues in E-Commerce businesses using Social network, Mobile Platform and Cloud deployment. (10)

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