

Bharati Vidyapeeth's
Institute of Computer Applications and Management (BVICAM)
A-4, Paschim Vihar, New Delhi-63
THIRD SEMESTER [MCA] Internal Examination, September 2023

Paper Code: MCA-225	Subject: e-Business Systems
Time: 2 Hours	Maximum Marks: 45
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: - 1.5 × 10 = 15
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| (a) Compare e-commerce with e-business. | CO1 |
| (b) Explain e-procurement with a suitable example. | CO1 |
| (c) Describe different tools used to manage an e-commerce business. | CO1 |
| (d) List the supporting business processes and activities in e-commerce. | CO1 |
| (e) Discuss the relative size of main elements of e-commerce. | CO1 |
| (f) List the services provided by merchant service providers. Also, write names of any five best-known merchant service providers. | CO2 |
| (g) Discuss the characteristics of merchant account for an e-commerce business. | CO2 |
| (h) Explain the two broad stages of debit/credit card based transactions. | CO2 |
| (i) Differentiate between direct debit and direct deposit. | CO2 |
| (j) Compare NEFT, RTGS and IMPS. | CO2 |

UNIT - I

2. (a) Explain the categories of e-commerce by giving appropriate example for each category. 5 CO1
- (b) Illustrate the architecture of Internet. Discuss the working of world wide web. 5 CO1
- (c) Differentiate between ERP and CRM. Discuss the role of ERP and CRM in an e-commerce business. 5 CO1
3. (a) Compare traditional commerce with e-commerce. Discuss functional versions of e-commerce by giving appropriate example of each. 5 CO1
- (b) Describe the industry value chain by considering the example of an organization manufacturing smart phones. 5 CO1
- (c) Explain various Internet connection options with their advantage and disadvantages. 5 CO1

UNIT - II

4. (a) Explain the components of electronic payment system (EPS). List the challenges of EPS. 5 CO2
- (b) Discuss the role of electronic data interchange (EDI) in e-business. Describe the working of EDI. 5 CO2

- (c) Illustrate the working of 3D secure payer authentication process. 5 CO2
- 5. (a) Explain various types of electronic fund transfer with their advantages and disadvantages. 5 CO2
- (b) Illustrate the process of online payment (step-by-step) using debit card. 5 CO2
- (c) Describe various types of EDI envelopes. List the benefits of EDI in e-business. 5 CO2