BCA-243 E-Commerce

Maximum Marks: 100   **External: 80**
Minimum Pass Marks: 35   **Internal: 20**
Time: 3 hours

Note: Examiner will be required to set Nine Questions in all. First question will be compulsory, consisting of objective type/short-answer type questions covering the entire syllabus. In addition to that eight more questions will be set, two questions from each unit. A candidate will be required to answer five questions in all, selecting one question from each unit in addition to compulsory Question No. 1. All questions will carry equal marks.

Unit-I

Introduction to E-Commerce:-Business operations; E-commerce practices vs. traditional business practices; concepts of b2b, b2c,c2c,b2g,g2h,g2c; Features of E-Commerce, Types of Ecommerce Systems, Elements of E-Commerce, principles of E-Commerce, Benefits and Limitations of E-Commerce.
Management Issues relating to e-commerce. Operations of E-commerce: Credit card transaction; Secure Hypertext Transfer Protocol (SHTP); Electronic payment systems; Secure electronic transaction (SET); SET`s encryption; Process; Cybercash; Smart cards; Indian payment models.

Unit-II

Applications in governance: EDI in governance; E-government; E-Governance applications of Internet; concept of government –to- business, business-to-government and citizen-to-government; E-governance models; Private sector interface in E-governance. Applications in B2C: Consumers shopping procedure on the Internet; Impact on disinter mediation and re-intermediation; Global market; Strategy of traditional department stores.

Unit-III

Products in b2c model; success factors of e-brokers; Broker-based services on-line; On-line travel tourism services; Benefits and impact of e-commerce on travel industry; Deal estate market; online stock trading and its benefits; Online banking and its benefits; On-line financial services and their future; E-auctions – benefits, implementation and impact.

Unit-IV

Applications in B2B: Key technologies for b2b; architectural models of b2b, characteristics of the supplier –oriented marketplace, buyer-oriented marketplace and intermediary-oriented marketplace; Just In Time delivery in b2b; Internet-based EDI from traditional EDI; Marketing Issues in b2b.
Emerging Business models: Retail model; Media model; advisory model, made-to-order manufacturing model; Do-it- yourself model; Information service model; Emerging hybrid
models; Emerging models in India, Internet & E-Commerce scenario in India; Internet security Issues; Legal aspects of E-commerce

TEXT BOOKS:
1. Turban E,. Lee J., King D. and Chung H.M: "Electronic commerce-a Managerial Perspective", Prentice-Hall International, Inc.
2. Bhatia V., "E-commerce", Khanna Book Pub. Co.(P) Ltd., Delhi.