

This question paper contains 2 printed pages.]

Your Roll No.

1739

A

MCA/ IV Sem.

**Paper MCA -406- eCommerce
(Admissions of 2007 and onwards)**

Time : 2 Hours

Maximum Marks : 50

*(Write your Roll No. on the top immediately
on receipt of this question paper.)*

All questions are compulsory.

1. How the five forces model and value chain analysis complement to facilitate understanding of industry structure and the nature of competition in the market? 10
2. In what way developments in IT and eCommerce in the last four and a half decades have impacted the industry structure. Illustrate your answer. 10
3. (a) "The social web provides entirely new ways to deal with consumers." Explain.
(b) Write short note on BizTalk framework 5 + 5

[P.T.O.]

4. (a) Critically evaluate future of electronic markets.
- (b) Offences under the Information Technology Act. 5 + 5
5. Write short notes on the following:
- (a) Direct benefits of EDI
- (b) Web application architecture
- (c) Relationship-centric web
- (d) X12, EDIFACT, eb XML
- (e) Strategic benefits of EDI 2 × 5 = 10