| **SESSION** | **FEB 2024** |
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| **PROGRAM** | **BCA** |
| **SEMESTER** | **V** |
| **COURSE CODE & NAME** | **DCA 3143** |
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**SET-I**

**1. How internet forms a major part of e-commerce activities? Elaborate with the help of the suitable example.**

**Ans 1.**

The internet plays a pivotal role in shaping the landscape of e-commerce activities, serving as the backbone upon which the entire ecosystem thrives. One of the primary ways it does so is by providing a global platform for businesses to connect with consumers irrespective of geographical boundaries. Through the internet, businesses can establish online storefronts, allowing them to showcase their products or services to a vast audience, thereby expanding their reach exponentially. This accessibility is further

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**2. What is E-business and E-commerce? Explain their advantages and disadvantages.**

**Ans 2.**

**E-business and E-commerce**

E-business and e-commerce are often used interchangeably, but they represent distinct concepts within the realm of digital commerce.

**E-business**, short for electronic business, refers to the utilization of internet technologies to conduct various business processes and operations. It encompasses a broad range of activities, including online transactions, digital marketing, supply chain management, customer relationship management (CRM), and electronic data interchange (EDI). Essentially, e-business encompasses all aspects of business that are conducted electronically, irrespective of whether monetary transactions are

**3. What are the elements of a business model? Explain.**

**Ans 3.**

**Elements of a Business Model**

A business model serves as a blueprint that outlines the fundamental principles and strategies by which a company creates, delivers, and captures value. It encompasses various components that collectively define how a business operates and generates revenue. Understanding the elements of a business model is crucial for entrepreneurs and business leaders to formulate effective strategies and ensure long-term success. Below are the

**SET-II**

**4. Discuss the various elements of online securities. Relate it with e-commerce.**

**Ans 4.**

**Elements of Online Security**

Online security is paramount in the digital age, particularly in the realm of e-commerce where sensitive information such as personal data and financial details are exchanged. Several key elements contribute to ensuring robust online security:

1. **Encryption:** Encryption involves

**5. What is CRM? Explain the various technological applications of CRM in details.**

**Ans 5.**

**Customer Relationship Management (CRM)**

Customer Relationship Management (CRM) is a strategic approach that focuses on managing interactions and relationships with current and potential customers. It involves leveraging technology, processes, and practices to analyze customer data, enhance customer satisfaction, and drive business growth. CRM systems enable businesses to centralize customer information, track

**6. Explain the infrastructure for E-commerce in details**

**Ans 6.**

**Infrastructure for E-commerce**

The infrastructure for e-commerce constitutes a multifaceted ecosystem of technological, logistical, and organizational components that collectively enable the seamless operation of online businesses. At its core, the infrastructure for e-commerce encompasses the following key elements:

**Website Development and Hosting:** A robust and user-friendly website serves as the foundation of