

C 23335

(Pages : 3)

Name.....

Reg. No.....

**FOURTH SEMESTER B.C.A. DEGREE EXAMINATION APRIL 2017**

(CUCBCSS—UG)

Complementary Course

BCA 4C 07—E-COMMERCE

Time : Three Hours

Maximum : 80 Marks

I. Answer *all* questions. (Each question carries 1 mark) :

1 Electronic exchange of business documents in a standard format is known as :

- (a) E-commerce. (b) E-business.  
(c) EDI. (d) None of these.

2 A web page is transferred to users computer through :

- (a) HTML. (b) FTP.  
(c) HTTP. (d) XML.

3 B2B e-commerce has been conducted between :

- (a) Business to Bank. (b) Business to Buyer.  
(c) Business to Business. (d) Business to Customer.

4 This is a portal that helps to establish relation and to conduct transactions between various organizations.

- (a) Vertical portal. (b) B2B portals.  
(c) Content centric portals. (d) Knowledge portals.

5 Google is one of the most popular.

- (a) Portal. (b) Browser.  
(c) Search engine. (d) None of these.

6 \_\_\_\_\_ is concerned with buying and selling information, products and services over computer communication networks.

Turn over

- 7 \_\_\_\_\_ is the world's largest computer networks.
- 8 \_\_\_\_\_ is a website that provides a gateway to other resources on the internet.
- 9 \_\_\_\_\_ is a graphical display on a web page usually used for advertising.
- 10 \_\_\_\_\_ is the first page of a website.

(10 × 1 = 10 marks)

II. Answer any *eight* questions from the following. (Each question carries 2 marks) :

- 11 What is M-Commerce ?
- 12 What is internet ?
- 13 What is phishing ?
- 14 Write any four features of post paid payment system ?
- 15 What is WAIS ?
- 16 What is business model ?
- 17 What is web ?
- 18 What is E-Wallet ?
- 19 What are prepaid electronic tokens ?
- 20 What are the business uses of internet ?

(8 × 2 = 16 marks)

III. Answer any *six* questions from the following. (Each question carries 4 marks) :

- 21 What is network ? Explain the key components of a network ?
- 22 Explain the important business application of M-Commerce ?
- 23 What are client server networks ? Explain its advantages ?
- 24 What is E -Branding ? Explain the steps to develop an E-Commerce brand ?
- 25 Discuss the main security risk in E-Commerce ?
- 26 Explain the types of internet protocols ?
- 27 Explain major business models under B2C E-Commerce.
- 28 What are the factors to consider in choosing ISP ?

(6 × 4 = 24 marks)

IV. Answer any *two* questions from the following. (Each question carries 15 marks) :

- 29 Describe the various types of electronic payments used in E-Commerce sites ?
- 30 Explain the importance and advantages of E-Commerce ?
- 31 Explain different E-Commerce models ?

(2 × 15 = 30 marks)

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