D 110033   (Pages : 2)   Name...

Reg. No......................................

FIFTH SEMESTER (CBCSS–UG) DEGREE EXAMINATION, NOVEMBER 2024

B.B.A.

BBA 5D 02—E-COMMERCE

(2019 Admission onwards)

Time : Two Hours   Maximum : 60 Marks

Part A

Answer **all** *questions.*

1. What is Traditional Commerce ?

2. What is Supply Chain Management ?

3. Describe B to C E-Commerce.

4. What is B to E ?

5. What is E-Cheque ?

6. What do you mean by Debit Card ?

7. What is EFT ?

8. Differentiate between E-Commerce and E-Business.

9. What is Online Payment System ?

10. What is E-Business ?

11. What is Bio metrics ?

12. What is Postpaid Payment System ?

(12 × 2 = 24, maximum ceiling 20 marks)

Part B

Answer **all** *questions.*

13. State the features of EDI

14. What are the Limitations of E-Commerce ?

15. What are the types of Bio metrics ?

16. What are the features of B to C E-Commerce ?

Turn over

17. Write a note on Electronic Purse.

18. Write a note on Business to Employee E-Commerce

19. What are the benefits of E-Commerce ?

(7 × 5 = 35, Maximum Ceiling 30 marks)

Part C

Answer any **one** *question.*

20. Define E-commerce. Discuss the Challenges and limitations of E-Commerce

21. What do you mean by Electronic Payment System ? Discuss different modes of Electronic Payment System.

(1 × 10 = 10 marks)

D 110033–A (Pages : 4) Name..

Reg. No.....................................

FIFTH SEMESTER (CBCSS–UG) DEGREE EXAMINATION, NOVEMBER 2024

B.B.A.

BBA 5D 02—E-COMMERCE

(2019 Admission onwards)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes	**Total No. of Questions : 15**	**Maximum : 15 Marks**

INSTRUCTIONS TO THE CANDIDATE

1. This Question Paper carries Multiple Choice Questions from 1 to 15.

2. The candidate should check that the question paper supplied to him/her contains all the 15 questions in serial order.

3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.

4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BBA 5D 02—E-COMMERCE

(Multiple Choice Questions for SDE Candidates)

1. ———— is an early form of E-commerce

    (A) SCM.   (B) EDI.

    (C) Both of these.   (D) None of these.

2. ———— is an application layer protocol for distributed, collaborative, hypermedia information systems.

    (A) Html.   (B) HTTP.

    (C) Bothe of these.   (D) None of these.

3. Which of the following is not an example for B2B e-commerce ?

    (A) Sending and receiving orders. (B) Invoice and shopping.

    (C) All of these.   (D) None of these.

4. ———— e-commerce involves the electronic facilitation of transaction between customers through some third party.

    (A) B2G.   (B) B2E.

    (C) B2B.   (D) C2C.

5. A ———— is a document, typically written in plain text interspersed with formatting instructions of html.

    (A) Web page.   (B) Home page.

    (C) Domain.   (D) None of these.

6. A ———— presents information from diverse sources in a unified way in a web site.

    (A) Web portal.   (B) Link page.

    (C) Both of these.   (D) None of these.

7. Web pages are prepared using their language as ————.

   (A) Html.   (B) FTP.

   (C) HTTP.   (D) None of these.

8. ———— is an example for a software that visits suggested pages and return the appropriate information to be indexed by the search Engine

   (A) Robot.   (B) Spiders.

   (C) Ants.   (D) All.

9. ———— is the most unwanted of online advertising methods.

   (A) Advertorials.   (B) Pop-up ads.

   (C) Spam e-mail.   (D) None of these.

10. ———— is a class of advertising methods which are considered unethical and may even be illegal.

    (A) Advertorials.   (B) Pop-up ads.

    (C) Spam e-mail.   (D) Malware.

11. ———— are interactive online ads that require the user to respond intermittently in order to wade through the message before reaching the intended content.

    (A) Ultramercials.   (B) Pop-up ads.

    (C) Spam e-mail.   (D) Malware.

12. ———— site is created to fraudulently acquire sensitive information such as pass words and credit card details, by masquerading as a trustworthy person or business.

    (A) Dynamic website.   (B) Static Website.

    (C) Phish site.   (D) None of these.

13. In ———— type of payment system customer is allowed to spend only up to the amount that have pre deposited into account.

    (A) Prepaid.   (B) Post paid

    (C) Both of these.   (D) None of these.   **Turn over**

14. A ———— is a device that includes an embedded integrated circuit Chip [ICC] that can be either a secure micro controller or equivalent intelligence with internal memory or a memory chip alone.

    (A) Smart Cards.
    (B) E-Cheques.

    (C) E-cash.
    (D) None of these.

15. ———— is basically a secure gate between our organization data and internet.

    (A) Network firewall.
    (B) Antivirus.

    (C) Both of these.
    (D) None of these.