

FOURTH SEMESTER B.C.A. DEGREE EXAMINATION, APRIL/MAY 2015

(UG-CCSS)

Complementary Course

CA 4C 07—E-COMMERCE

Time : Three Hours

Maximum : 30 Weightage

I. Answer *all* questions :

1 A network _____ is a secure gate between your organization's data and the Internet.

- (a) Directory. (b) Firewall.
(c) Catalog. _____ (d) Mercantile model.

2 Each web page has its own unique address called a _____

- (a) IP address. (b) Website.
(c) URL. _____ (d) FTP.

3 Online purchase of books from Amazon.Com is an example for _____

- (a) B2B. (b) B2C.
(c) G2C. (d) C2G.

4 Inter connection of computers is called _____

- (a) Internet. (b) Intranet.
(c) Extranet. (d) Network.

5. Plastic card with the memory chips and in some cases with microprocessors embedded in it is called _____

- (a) Debit Card. (b) Credit Card.
(c) Smart Card. (d) ATM Card.

6 _____ simply means commercial transactions through Internet.

7 _____ refers to the technology driven unification of different media channels.

- (a) E-commerce. (b) WWW.
(c) Media convergence. (d) Website.

Turn over

8 Gaining unauthorized access to a computer network is called ———

- (a) Phishing. (b) Hacking.
(c) Pirating. (d) Virus.

9 _____ allows companies to more profitably manage customers as tangible assets.

- (a) CRM. (b) SCM.
(c) EFT. (d) EDI.

10 Expansion of HTTP is

11 _____ is the degree to which the product offers utility to a potential customer.

- (a) Differentiation. (b) Relevance.
(c) Perceived value. (d) Brand.

12 _____ is the Internet protocol.

(12 x $\frac{1}{4}$ = 3 weightage)

II. Short answer type questions. Answer all *nine* questions :

- 13 What are the components of I-Way ?
14 What is meant by hypertext publishing ?
15 What is Firewall ?
16 What is Digital Token ?
17 Name any *two* websites which involve in e-commerce.
18 What is E-Commerce Directories ?
19 What are the types of digital documents ?
20 What is media convergence ?
21 What is WWW ?

(9 x 1 = 9 weightage)

III. Short Essay *or* paragraph questions. Answer any *five* questions :

- 22 What are the major advantages of E-Commerce ?
23 Explain the role of Credit Card in E-Commerce.
24 Who are the participants of Supply Chain Management ?
25 Illustrate the risks in Electronic Payment System.
26 What is information Filtering ?

27 State the Mercantile models from the Merchant's perspective.

28 Explain the security measures related to Web.

(5 x 2 = 10 weightage)

IV. Essay Questions. Answer any *two* questions :

29 Explain the different methods of advertising on the Internet.

30 Briefly explain the different types of Electronic Payment Systems.

31 Prepare an essay on architectural framework for *e-Commerce*.

(2 x 4 = 8 weightage)