

C 5190

(Pages : 3)

Name

Reg. No.....

**FOURTH SEMESTER B.C.A. DEGREE (SUPPLEMENTARY/IMPROVEMENT)
EXAMINATION, MAY 2016**

(UG—CCSS)

Complementary Course

CA 4C 07—E-COMMERCE

Time : Three Hours

Maximum : 30 Weightage

I. Answer *all* questions.

- 1 A collection of web pages is called a _____.
(a) IP address. (b) Website.
(c) URL. (d) FTP.
- 2 _____ refers to the technology driven unification of different media channels.
(a) E-commerce. (b) WWW.
(c) Media convergence. (d) Website.
- 3 Any online catalogue that show cases the products or services of a company that operates primarily on online is called _____.
(a) E-commerce catalogue. (b) E-commerce directory.
(c) Online document. (d) e-cash.
- 4 _____ is the degree to which the product offers utility to a potential customer.
(a) Differentiation. (b) Relevance.
(c) Perceived value. (d) Brand.
- 5 Online payment of Income Tax is an example for _____ model of e-commerce.
(a) C2B. (b) B2C.
(c) G2C. (d) C2G.
- 6 A network _____ is a secure gate between your organization's data and the Internet.
(a) Directory. (b) Firewall.
(c) Catalogue. (d) Mercantile model.
- 7 _____ allows companies to more profitably manage customers as tangible assets.
(a) CRM. (b) SCM.
(c) EFT. (d) EDI.

Turn over

- 8 _____ describes the act of reading unprotected packet information as it travels over a network.
(a) Sniffing. (b) Spoofing.
(c) Hawking. (d) Phishing.
- 9 _____ is a program harmful to the computer.
(a) URL. (b) Software.
(c) Anti-virus. (d) Virus.
- 10 EFT when expanded become _____
- 11 HTTP stands for _____
- 12 A network within a limited geographical area is called _____

(12 x 1 = 12 weightage)

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

- 13 What is a smart Card ?
- 14 Define e-commerce.
- 15 What is WWW ?
- 16 What is Digital Token ?
- 17 What is EDI ?
- 18 What is Work Flow Automation ?
- 19 What is Firewall ?
- 20 What is E-commerce Directories ?
- 21 What is meant by digital documents ?

(9 x 1 = 9 weightage)

III. Short Essay or paragraph questions. Answer any *five* questions out of seven.

- 22 What is e-commerce of media convergence ?
- 23 What are the market forces influencing I-way ?
- 24 State the advantages of E-commerce.
- 25 Explain the security measures related to Web.
- 26 What is Information Filtering ?
- 27 What is hypertext publishing ?
- 28 Who are the participants of Supply Chain Management ?

(5 x 2 = 10 weightage)

IV. Essay Questions. Answer any *two* questions out of *three*.

29 Briefly explain the various types of electronic payment systems.

30 Explain the consumer oriented applications of e-commerce.

31 Prepare an essay on the new age of information based marketing.

(2 x 4 = 8 weightage)