FOURTH SEMESTER B.C.A. DEGREE EXAMINATION, MARCH 2013

(CCSS)

CA4C07—E-COMMERCE

Time : Three Hours   Maximum : 30 Weightage

I. Answer **all** questions

1 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.

2 Gaining unauthorized access to a computer network is called _____

    (a) Phishing.   (b) Hacking.

    (c) Pirating.   (d) Virus.

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

    (a) Directory.   (b) Firewall.

    (c) Catalog.   (d) Mercantile model.

4 Any concrete or symbolic indication, preserved or recorded, for reconstructing or for proving a phenomenon, in electronic form is called _____

    (a) E-Commerce catalog.   (b) E-Commerce directory.

    (c) Digital document.   (d) Web site.

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

    (a) IP address.   (b) Website.

    (c) URL.   (d) FTP.

6 EDI when expanded becomes _____

7 A traditional physical company that possesss a building or store for operations and offer face-to-face consumer experience is called _____

    (a) Click and mortar.   (b) Click only.

    (c) Brick and mortar.   (d) E-business.

8 _____ is utilized to facilitate the co-ordination with outside business entities, or in the scope of extended enterprise.

    (a) FTP.   **(b) Supply Chain Management.**

    (c) Online directory.   **(d) EDI.**

Turn over

9 What is the Internet protocol ?

10 ———— is the degree to which the product offers utility to a potential customer.

(a) Differentiation.

(b) Relevance.

(c) Perceived value. ————

(d) Brand.

11 HTTP is the short form for ————

12 Online selling of books is an example for ———— model of e-commerce.

(a) C2B.

(b) B2C.

(c) G2C. ————

(d) C2G.

(12 x   = 3 weightage)

II. Short Answer Type Questions. Answer *all* nine questions :

13 Define E-Commerce.

14 What are the components of I-way ?

15 What is WWW ?

16 What is meant by hypertext publishing ?

17 What is a Credit Card ?

18 What are the risks in Electronic Payment System ?

19 What are the types of digital documents ?

20 What is Work Flow Automation ?

21 What is E-Commerce Directories.

(9 x 1.= 9 weightage)

III. Short Essay or Paragraph Questions. Answer any *five* questions :

22 State the advantages of E-Commerce.

23 Explain the security measures related to Web.

24 Comment on the macro forces on Internal Commerce.

25 How is information useful in marketing ?

26 Who are the participants of Supply Chain Management ?

27 What is Information filtering ?

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

(5 x 2 = 10 weightage)

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

29 Explain the different types Electronic Payment Systems.

30 Write an essay about the Legal, Security and Privacy issues related to EDI.

31 Illustrate the various methods of advertising on the Internet.

(2 x 4 = 8 weightage)