

**FOURTH SEMESTER B.C.A. DEGREE EXAMINATION, MAY 2014**

(UG—CCSS)

Complementary Course

CA 4C 07—E-COMMERCE

Time : Three Hours

Maximum : 30 Weightage

**I. Answer *all* questions :**

- 1 \_\_\_\_\_ simply means commercial transactions through Internet.
- 2 Which of the following term is not representing e-cash ?
  - (a) E-money.
  - (b) Paper currency.
  - (c) Digital money.
  - (d) Cyber currency.
- 3 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.
- 4 S-HTTP stands for \_\_\_\_\_
- 5 Gaining unauthorized access to a computer network is called \_\_\_\_\_.
  - (a) Phishing.
  - (b) Hacking.
  - (c) Pirating.
  - (d) Virus.
- 6 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.
- 7 \_\_\_\_\_ describes the act of reading unprotected packet information as it travels over a network.
  - (a) Sniffing.
  - (b) Spoofing.
  - (c) Hawking.
  - (d) Phishing.
- 8 What is a Virus ?
- 9 \_\_\_\_\_ 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**

10 Online payment of Income Tax is an example for \_\_\_\_\_ model of e-commerce.

- (a) C2B. (b) B2C.  
(c) G2C. (d) C2G.

11 EFT when expanded become \_\_\_\_\_

12 A network \_\_\_\_\_ is a source gate between your organization's data and the internet.

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

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

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

- 13 Define E-Commerce.  
14 What is media convergence ?  
15 Define WWW.  
16 What is Firewall ?  
17 What is Digital Token ?  
18 What is Online Marketing ?  
19 What is Internal Information System ?  
20 Explain the term "Information Filtering".  
21 What is URL ?

(9 x 1 = 9 weightage)

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

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- 22 What are the components of I-way ?  
23 What is hypertext publishing ?  
24 Explain the security measures related to web.  
25 Explain the consumer oriented e-commerce applications.  
26 Illustrate the risks in Electronic Payment System.  
27 Describe the different types of digital documents.  
28 How is advertisement done in Internet ?

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(5 X 2 = 10 weightage)

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

- 29 Briefly explain the anatomy of E-Commerce applications.  
30 Explain the different types of Electronic Payment Systems.  
31 Describe the supply chain commerce systems.

(2 X 4 = 8 weightage)