FOURTH SEMESTER B.C.A. DEGREE EXAMINATION APRIL 2017

(CUCBCSS—UG)

Complementary Course

BCA 4C 07—E-COMMERCE

Time : Three Hours   Maximum : 80 Marks

I. Answer *all* questions. (Each question carries 1 mark) :

1 Electronic exchange of business documents in a standard format is known as :

  (a) E-commerce.   (b) E-business.

  (c) EDI.   (d) None of these.

2 A web page is transferred to users computer through :

  (a) HTML.   (b) FTP.

  (c) HTTP.   (d) XML.

3 B2B e-commerce has been conducted between :

  (a) Business to Bank.   (b) Business to Buyer.

  (c) Business to Business.   (d) Business to Customer.

4 This is a portal that helps to establish relation and to conduct transactions between various organizations.

  (a) Vertical portal.   (b) B2B portals.

  (c) Content centric portals.   (d) Knowledge portals.

5 Google is one of the most popular.

  (a) Portal.   (b) Browser.

  (c) Search engine.   (d) None of these.

6 ———————— is concerned with buying and selling information, products and services over computer communication networks.

7 ———————— is the world's largest computer networks.

8 ———————— is a website that provides a gateway to other resources on the internet.

9 ———————— is a graphical display on a web page usually used for advertising.

10 ———————— is the first page of a website.

(10 × 1 = 10 marks)

II. Answer any *eight* questions from the following. (Each question carries 2 marks) :

11 What is M-Commerce ?

12 What is internet ?

13 What is pishing ?

14 Write any four features of post paid payment system ?

15 What is WAIS ?

16 What is business model ?

17 What is web ?

18 What is E-Wallet ?

19 What are prepaid electronic tokens ?

20 What are the business uses of internet ?

(8 × 2 = 16 marks)

III. Answer any *six* questions from the following. (Each question carries 4 marks) :

21 What is network ? Explain the key components of a network ?

22 Explain the important business application of M-Commerce ?

23 What are client server networks ? Explain its advantages ?

24 What is E -Branding ? Explain the steps to develop an E-Commerce brand ?

25 Discuss the main security risk in E-Commerce ?

26 Explain the types of internet protocols ?

27 Explain major business models under B2C E-Commerce.

28 What are the factors to consider in choosing ISP ?

(6 × 4 = 24 marks)

IV. Answer any *two* questions from the following. (Each question carries 15 marks) :

29 Describe the various types of electronic payments used in E-Commerce sites ?

30 Explain the importance and advantages of E-Commerce ?

31 Explain different E-Commerce models ?

(2 × 15 = 30 marks)