

15U420

(Pages:2)

Name: .....

Reg. No. ....

**FOURTH SEMESTER B.C.A. DEGREE EXAMINATION, MAY 2017**

(CUCBCSS-UG)

**CC15U BCA 4C07 - E-COMMERCE**

(Complementary Course)

(2015 Admission)

Time: Three Hours

Maximum: 80 Marks

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

1. ARPA stands for \_\_\_\_\_.
2. What is meant by HTTP?
3. Define Information Superhighway.
4. GUI means \_\_\_\_\_.
5. Name any two websites which are involved in e-commerce.
6. \_\_\_\_\_ model enables buyers to name their own price for a specific good or service generating demand.
7. \_\_\_\_\_ is the world's largest personal online trading community.
8. \_\_\_\_\_ is the unauthorized capture and transfer of payment data to another source.
9. The \_\_\_\_\_ determine where to send information from one computer to another.
10. The use of two keys for data encryption is called \_\_\_\_\_.

(10 x 1 = 10 marks)

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

11. What is Digital Signature?
12. Define E – Commerce.
13. What is spoofing?
14. Define reverse auction.
15. What is Cryptography?
16. Describe the features of GSM.
17. List out the objectives to achieve web presence goal.
18. What is Circuit switching?
19. Explain Domain Name Systems.
20. What are the main goals of security?

(8 x 2 = 16 marks)

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

21. Describe internet payment processing system.
22. State the importance of e-branding.
23. Briefly explain Wireless Spectrum.
24. What are the network related security incidents?
25. What are the difference between TDMA and CDMA?
26. Describe how Digital Signature works?
27. Discuss the benefits of B2C e-commerce.
28. State the advantages of Client-Server architecture.

(6 x 4 = 24 marks)

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

29. Explain the e-business models in the relationship of transaction types, also describe some of risk and e-payment systems.
30. Briefly explain Cellular Network and different generations in wireless Communication.
31. Explain e-advertising. Describe the advantages and disadvantages of E-commerce by citing examples.

(2 x 15 = 30 marks)

(10 x 1 = 10 marks)

\*\*\*\*\*

**II. Answer any eight questions from the following. Each question carries 3 marks.**

11. What is Digital Signature?
12. Define E - Commerce.
13. What is spoofing?
14. Define reverse auction.
15. What is Cryptography?
16. Describe the features of GSM.
17. List out the objectives to achieve web presence goal.
18. What is Circuit switching?
19. Explain Domain Name Systems.
20. What are the main goals of security?

(8 x 3 = 24 marks)