FOURTH SEMESTER B.C.A. DEGREE EXAMINATION, APRIL 2021

(CBCSS - UG)

CC19U BCA4 C07 - E- COMMERCE

(Computer Application - Core Course)

(2019 Admission - Regular)

Time : 2.00 Hours   Maximum : 60 Marks

Credit : 3

Part A (Short answer questions)

Answer *all* questions. Each question carries 2 marks.

1. Define the term hypertext.

2. What do you mean by business model?

3. What is URL?

4. What is SMTP?

5. What is interface software agent?

6. What is web security?

7. What do you mean by Distributed deniel of Service attack?

8. What is PPT model?

9. What is Cyber-squatting?

10. What do you mean by micro payment system?

11. What is e-cash?

12. What is secret key cryptography?

(Ceiling: 20 Marks)

Part B (Short essay questions - Paragraph)

Answer *all* questions. Each question carries 5 marks.

13. State the features of E-Commerce.

14. Write a note on e-commerce in India.

15. Explain any three types of e-business models based on the relationship of transaction types.

16. What are the benefits of standardizing internet?

17. Mention the advantages of online marketing.

18. What are the legal issues in e-commerce?

19. What is EPS? What are the basic digital payment requirements?

(Ceiling: 30 Marks)

Part C (Essay questions)

Answer any one question. The question carries 10 marks.

20. What are the different types of E-business models based on the relationship of transaction parties?

21. State the different models of E-advertising.

(1 × 10 = 10 Marks)

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