**FOURTH SEMESTER B.C.A. DEGREE EXAMINATION, APRIL 2022**

(CBCSS - UG)

(Regular/Supplementary/Improvement)

**CC19U BCA4 C07 - E- COMMERCE**

(Computer Application - Core Course)

(2019 Admission onwards)

Time : 2.00 Hours            Maximum : 60 Marks

Credit : 3

**Part A** (Short answer questions)

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

1. What is ARPANET?

2. What is advertising revenue model?

3. What is IRC?

4. What is reactive software agent?

5. What is internet standard?

6. What is web security?

7. What is internet hoax?

8. What is Cyber-squatting?

9. What is Cyber Stalking?

10. What is Bitcoin?

11. What is electronic Cheque?

12. What is public cryptography?

**(Ceiling: 20 Marks)**

**Part B** (Short essay questions - Paragraph)

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

13. Discuss the advantage of E-Commerce.

14. Mention e-commerce opportunities for industries.

15. Discuss the brokerage model of E-commerce.

16. Mention different TCP/IP layers.

17. What are the limitations of traditional marketing?

18. What are the benefits of firewall?

19. Explain basic steps involved in online payment.

**(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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