FOURTH SEMESTER B.C.A. DEGREE EXAMINATION, APRIL 2024

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U BCA4 C07 - E- COMMERCE

(Computer Application - Complementary 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 COD?

2. What is revenue model of e-commerce?

3. What is POP?

4. What is mobile software agent?

5. What is ISP?

6. What is ethical hacking?

7. What is packet filtering?

8. What is Cyber-squatting?

9. What is Cyber Stalking?

10. What is EPS?

11. What is mobile payment?

12. What is digital signature?

(Ceiling: 20 Marks)

Part B (Short essay questions - Paragraph)

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

13. State the importance of E-Commerce.

14. Discuss the advantage of E-Commerce.

15. What are the benefits of B2B E-commerce?

16. What are the limitations of traditional marketing?

17. State the importance of e-branding.

18. State the objectives of information security.

19. What are the properties of e-cash?

(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 types?

21. What is Client -Server Architecture? What are the different types of Internet Client -Server applications?

(1 × 10 = 10 Marks)

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