

16U420

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Name:

Reg. No.....

FOURTH SEMESTER B.C.A. DEGREE EXAMINATION, APRIL 2018

(Regular/Supplementary/Improvement)

(CUCBCSS-UG)

CC15U BCA4 C07 - E-COMMERCE

(Complementary Course)

(2015 Admission onwards)

Time: Three Hours

Maximum: 80 Marks

PART I

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

1. ----- protocol enabled users to transfer files between computers.
2. ----- are used to store money and the amount gets deducted after every transaction.
3. EDI stands for -----
4. WWW stands for -----
5. ----- is a form of fraud in which the attacker tries to learn information such as login details or account information.
6. ----- is the buying and selling of goods and services through wireless handheld devices.
7. ----- is a mathematical technique used to validate the authenticity and integrity of a message.
8. ----- is a computer program that acts for a user or other program in a relationship of agency.
9. ----- refers to a situation where one business makes a commercial transaction with one another.
10. ----- represents a dedicated network of computers within a single organization.

(10 x 1 = 10 Marks)

PART II

Answer any *eight* questions. Each question carries 2 marks.

11. Define E Commerce.
12. Explain Internet Gambling.
13. Explain online marketing.
14. Differentiate between Internet and Intranet.

15. Differentiate between B2B and C2C.
16. Explain any 2 E- Payment system.
17. Define EDI.
18. What is Dialup Connection?
19. Define Internet.
20. Define Search Engine.

(8 x 2 = 16 Marks)

PART III

Answer any *six* questions. Each question carries 4 marks.

21. What are the advantages and disadvantages of E Commerce?
22. Explain Mobile Advertisement.
23. Explain E- Payment system.
24. Explain any 4 protocols used in Network.
25. Explain the working of Search Engine.
26. Explain the working of E –Mail.
27. Differentiate between E- Commerce and Traditional Commerce.
28. Explain Mobile Marketing.

(6 x 4 = 24 Marks)

PART IV

Answer any *two* questions. Each question carries 15 marks.

29. Explain different types of Business models.
30. Define software agent and explain different types of software agent.
31. Define EDI and explain the working of EDI.

(2 x 15 = 30 Marks)
