

**16U426**

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Name: .....

Reg. No.....

**FOURTH SEMESTER BCA DEGREE EXAMINATION, APRIL 2019**

(CUCBCSS-UG)

**CC17U BCA4 C07 – E - COMMERCE**

Complementary Course  
(2017 Admission Regular)

Time: Three Hours

Maximum: 80 Marks

**PART A**

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

1. .... is an example of crypto-currency.
2. .... protocol supports users remote login.
3. .... and .... are two main sectors of e-commerce.
4. GUI means .....
5. .... protocol enabled users to transfer files between computers.
6. .... are involved in malicious, unauthorized computer system access.
7. XHTML means .....
8. .... represents dedicated network of computers within a single organisation.
9. .... is the degree to which the product offers utility to a potential customer.
10. The use of two keys for data encryption is called .....

**(10 x 1 = 10 Marks)**

**PART B**

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

11. Define the term Hypertext.
12. What is e-cash?
13. What is web portal?
14. What is meant by e-government?
15. Write about various protocols used in an E-mail application.
16. What is search engine optimization?
17. Write about the goals of security.
18. Define digital signature.

**(8 x 2 = 16 Marks)**

### **PART C**

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

19. Explain the advantages of e-commerce.
20. What is B2B model? Explain major B2B models.
21. What is EDI? Explain the working of EDI.
22. Describe how Digital Signature works.
23. Why we need standards and specifications for Internet? Depict the structure of the internet governance hierarchy.
24. Explain the difference between traditional marketing and web marketing
25. What are the various risk management programmes effectively used in e-business world?
26. Explain DoS security attacks.
27. Write about the types of requirements criteria that should be satisfied for a successful digital payment system.

**(6 x 4 = 24 Marks)**

### **PART D**

Answer any *three* questions. Each question carries 10 marks.

28. Define e-commerce. Discuss e-commerce transition challenges for Indian corporate.
29. What is e-commerce model? Discuss different types of e-commerce models.
30. What is e-advertisements? Discuss different models of e-advertisements.
31. Explain legal and ethical issues in e-commerce.
32. Explain most popular electronic payment systems.

**(3 x 10 = 30 Marks)**

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