

16U423

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Name:

Reg. No.....

FOURTH SEMESTER B.C.A. DEGREE EXAMINATION, APRIL 2019

(Supplementary/Improvement)

(CUCBCSS - UG)

CC15U BCA4 C07 – E - COMMERCE

(Complementary Course)

(2015, 2016 Admissions)

Time: Three Hours

Maximum: 80 Marks

Part A

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

1. COD means _____
2. ICANN stands for _____
3. _____ refers to the unauthorized duplication of computer software.
4. _____ is an algorithmic process of converting a plain text or clear text message to a cipher text.
5. USSD stands for _____
6. IT Act came into effect on which year?
(a) 2001 (b) 2000 (c) 2003 (d) 2008
7. TELNET is a:
(a) Internet browser (b) Portal (c) Internet protocol (d) All of the above
8. Which of the following is a method of online identity theft?
(a) spoofing (b) phishing (c) switching (d) None of the above
9. Which of the following technologies is used in mobile payments?
(a) NFC (b) RFID (c) Barcodes (d) All of the above
10. All wireless communications signals travel using _____
(a) micro waves (b) radio waves (c) Infrared waves (d) sound waves

(10 x 1 = 10 Marks)

Part B

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

11. What is brokerage model?
12. What is C2C e-commerce?
13. What is client/server architecture?
14. What is URL?
15. What is online marketing?
16. What is PPT model?

17. What is e-wallet?
18. What is digital signature?
19. What is HRIS?
20. What is software piracy?

(8 x 2 = 16 Marks)

Part C

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

21. What is the importance of the e-commerce?
22. Distinguish between e-marketing and traditional marketing.
23. Explain e-advertisements?
24. What are the network security risks?
25. Explain the firewall.
26. Write short note for the following.
 - a) credit card
 - b) debit card
27. Explain the portals.
28. Explain the WAP.

(6 x 4 = 24 Marks)

Part D

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

29. What are software agents? Explain.
30. What are the legal and ethical issues in e-commerce?
31. Explain different wireless technologies.

(2 x 15 = 30 Marks)
