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Name:

Reg. No.....

FOURTH SEMESTER B.C.A. DEGREE EXAMINATION, APRIL 2021

(CUCBCSS-UG)

CC17U BCA4 C07 – E - COMMERCE

(Computer Application - Complementary Course)

(2017, 2018 Admissions – Supplementary/Improvement)

Time: Three Hours

Maximum: 80 Marks

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

1. What is a client server application?
2. is a wireless technology standard for exchanging data between fixed and mobile devices over short distances.
3. What do you mean by e-business?
4. Expand MIME.
5. Define Hacking.
6. What is E-Branding?
7. What is a router?
8. What is social Media marketing?
9. Give an example of C2B model.
10. What do you mean by a public key?

(10 × 1 = 10 Marks)

II. Answer any *eight* questions from the following. Each question carries 2 marks.

11. What do you mean by a business model?
12. Define computer networks.
13. What is security in internet?
14. What is SMTP?
15. Define Skimming and Cyberstalking.
16. What is credit card?
17. What is a portal?
18. What is EDI?
19. Define Firewall.
20. What is online marketing?

(8 × 2 = 16 Marks)

III. Answer any *six* questions from the following. Each question carries 4 marks.

21. Briefly explain the E-transition challenges in India.
22. Explain advantages and disadvantages of E Commerce.
23. Explain TCP.
24. Explain the working of Digital Signature.
25. Explain briefly about E-Advertising.
26. Explain the following.
 - a. Copyright
 - b. Internet Gambling
27. Explain about the online financial services in India.
28. Briefly explain about Human Resource Management.

(6 × 4 = 24 Marks)

IV. Answer any *two* questions from the following. Each question carries 15 marks.

29. What are auctions? What are different types of Auctions used?
30. Give a description on software agents.
31. Explain the working of Digital Signature.

(2 × 15 = 30 Marks)
