

21U415

(Pages: 2)

Name:

Reg.No:

FOURTH SEMESTER B.C.A. DEGREE EXAMINATION, APRIL 2023

(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 E-Commerce?
2. Who is market creator?
3. What is Software agent?
4. What is online marketing?
5. What is internet advertising?
6. What is Pretty Good Privacy?
7. What is PPT model?
8. What is Cyber-squatting?
9. What is Skimming?
10. What is EPS?
11. What is electronic Cheque?
12. What is secret key cryptography?

(Ceiling: 20 Marks)

Part B (Short essay questions - Paragraph)

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

13. Write a note on internet.
14. Mention e-commerce opportunities for industries.
15. What are the various types of B2B business models?
16. Explain how search engine works?
17. What are the benefits of standardizing internet?

18. State principles of information security.

19. Explain the advantages of smart card.

(Ceiling: 30 Marks)

Part C (Essay questions)

Answer any *one* question. The question carries 10 marks.

20. What is E-commerce? Discuss different types of e-commerce models.

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

(1 × 10 = 10 Marks)
