23U415　　　　　　　　(Pages: 2)　　　　　Name : ....

Reg. No : ....

FOURTH SEMESTER B.C.A. DEGREE EXAMINATION, APRIL 2025

(CBCSS-UG)

(Regular/Supplementary/Improvement)

CC19U BCA4 C07 - E-COMMERCE

(Computer Application - Complementary Course)

(2019 Admission onwards)

Time: 2 Hours　　　　　　　　　　　　　　　　　　　　　　　Maximum: 60 Marks

Credit: 3

Part A (Short answer questions)

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

1. What is affiliate revenue model?

2. What is C2C E-Commerce?

3. Who is community provider?

4. What is FTP?

5. What is ISDN?

6. What is Collaborative software agent?

7. What is encryption?

8. What is firewall?

9. What is web spoofing?

10. What is Cyber Stalking?

11. What is credit card?

12. What is electronic Cheque?

(Ceiling: 20 Marks)

Part B (Short essay questions - Paragraph)

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

13. State the importance of E-Commerce.

14. Mention e-commerce opportunities for industries.

15. Distinguish between e-marketing and traditional marketing?

16. What are the benefits of internet advertising?

17. State principles of information security.

18. Discuss the disadvantages of e-cheque.

19. What are the benefits of digital signature.

(Ceiling: 30 Marks)

Part C (Essay questions)

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

20. Define E-Commerce. What are the advantages and disadvantages of E-commerce?

21. What is EPS? What are the basic digital payment requirements? Explain various steps involved in EPS.

(1 × 10 = 10 Marks)

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