

FOURTH SEMESTER B.C.A. DEGREE EXAMINATION, APRIL/MAY 2015

(UG-CCSS)

Complementary Course

CA 4C 07—E-COMMERCE

Time : Three Hours

Maximum : 30 Weightage

I. Answer *all* questions :

- 1 A network _____ is a secure gate between your organization's data and the Internet.
(a) Directory. (b) Firewall.
(c) Catalog. (d) Mercantile model.
- 2 Each web page has its own unique address called a _____.
(a) IP address. (b) Website.
(c) URL. (d) FTP.
- 3 Online purchase of books from Amazon.Com is an example for _____.
(a) B2B. (b) B2C.
(c) G2C. (d) C2G.
- 4 Inter connection of computers is called _____.
(a) Internet. (b) Intranet.
(c) Extranet. (d) Network.
5. Plastic card with the memory chips and in some cases with microprocessors embedded in it is called _____.
(a) Debit Card. (b) Credit Card.
(c) Smart Card. (d) ATM Card.
- 6 _____ simply means commercial transactions through Internet.
- 7 _____ refers to the technology driven unification of different media channels.
(a) E-commerce. (b) WWW.
(c) Media convergence. (d) Website.

Turn over

- 8 Gaining unauthorized access to a computer network is called _____.
- (a) Phishing. (b) Hacking.
(c) Pirating. (d) Virus.
- 9 _____ allows companies to more profitably manage customers as tangible assets.
- (a) CRM. (b) SCM.
(c) EFT. (d) EDI.
- 10 Expansion of HTTP is _____.
- 11 _____ is the degree to which the product offers utility to a potential customer.
- (a) Differentiation. (b) Relevance.
(c) Perceived value. (d) Brand.
- 12 _____ is the Internet protocol.

(12 × ¼ = 3 weightage)

II. Short answer type questions. Answer all *nine* questions :

- 13 What are the components of I-Way ?
- 14 What is meant by hypertext publishing ?
- 15 What is Firewall ?
- 16 What is Digital Token ?
- 17 Name any *two* websites which involve in e-commerce.
- 18 What is E-Commerce Directories ?
- 19 What are the types of digital documents ?
- 20 What is media convergence ?
- 21 What is WWW ?

(9 × 1 = 9 weightage)

III. Short Essay or paragraph questions. Answer any *five* questions :

- 22 What are the major advantages of E-Commerce ?
- 23 Explain die role of Credit Card in E-Commerce.
- 24 Who are the participants of Supply Chain Management ?
- 25 Illustrate the risks in Electronic Payment System.
- 26 What is information Filtering ?

27 State the Mercantile models from the Merchant's perspective.

28 Explain the security measures related to Web.

(5 × 2 = 10 weightage)

IV. Essay Questions. Answer any *two* questions :

29 Explain the different methods of advertising on the Internet.

30 Briefly explain the different types of Electronic Payment Systems.

31 Prepare an essay on architectural framework for e-Commerce.

(2 × 4 = 8 weightage)

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