

FOURTH SEMESTER B.C.A. DEGREE EXAMINATION, APRIL 2016

(CUCBCSS—UG)

Complimentary Course

BCA 4C 07—E-COMMERCE

Time : Three Hours

Maximum : 80 Marks

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

- 1 ISP stands for _____.
- 2 _____ is the first networking protocols used for the internet as a standard for communicating between the computers over internet.
- 3 _____ business is a protocol for securing web transactions and data packets in the internet.
- 4 _____ business models connect users and enabling them to share files and computer resources without a common server.
- 5 HTML stands for _____.
- 6 Which is the world's largest computer network ?
 - (a) Internet.
 - (b) Extranet.
 - (c) Intranet.
 - (d) None of these.
- 7 Each website has a unique address called :
 - (a) URL.
 - (b) IP address.
 - (c) Domain name.
 - (d) none of these.
- 8 It allows user to talk to someone and see them live on your computer screen using internet.
 - (a) Internet television.
 - (b) Video conferencing.
 - (c) Tele conferencing.
 - (d) Podcasting.
- 9 It is a market place where buyers and sellers exchange goods and services for money.
 - (a) Net market place.
 - (b) Private market place.
 - (c) B2B market place.
 - (d) None of these.
- 10 It is the ownership of the original work created by an author :
 - (a) Copyright.
 - (b) Trademark.
 - (c) Patent.
 - (d) Goodwill.

(10 × 1 = 10 marks)

Turn over

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

11. What are spamming ?
12. What is dial-up connection ?
13. What is online marketing ?
14. What is biometric system ?
15. What is use net ?
16. What is a domain name ?
17. What is C2C E-Commerce ?
18. What are client server network ?
19. What is mobile commerce ?
20. What is E-Business ?

(8 × 2 = 16 marks)

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

21. What are the advantages of Bricks 7 Clicks business ?
22. Explain various types of E-Business models.
23. Write a note on internet.
24. What is EDI ? Explain the features of EDI.
25. What are the advantages of E-Commerce ?
26. What are the various types of B2B models ?
27. What is hacking.? Explain remedies against hacking.
28. Explain the threats to internet security.

(6 × 4 = 24 marks)

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

29. Discuss the objectives and limitations of managing risks in E-Commerce.
30. Explain most popular electronic payment systems.
31. Explain different models of internet advertising.

(2 × 15 = 30 marks)