C 5190

Name

Reg. No..............................

FOURTH SEMESTER B.C.A. DEGREE (SUPPLEMENTARY/IMPROVEMENT) EXAMINATION, MAY 2016

(UG—CCSS)

Complementary Course

CA 4C 07—E-COMMERCE

Time : Three Hours

Maximum : 30 Weightage

I. Answer *all* questions.

1 A collection of web pages is called a _____

(a) IP address.

(b) Website.

(c) URL.

(d) FTP.

2 _____ refers to the technology driven unification of different media channels.

(a) E-commerce.

(b) WWW.

(c) Media convergence.

(d) Website.

3 Any online catalogue that show cases the products or services of a company that operates primarily on online is called _____

(a) E-commerce catalogue.

(b) E-commerce directory.

(c) Online document.

(d) e-cash.

4 _____ is the degree to which the product offers utility to a potential customer.

(a) Differentiation.

(b) Relevance.

(c) Perceived value.

(d) Brand.

5 Online payment of Income Tax is an example for _____ model of e-commerce.

(a) C2B.

(b) B2C.

(c) G2C.

(d) C2G.

6 A network _____ is a secure gate between your organization's data and the Internet.

(a) Directory.

(b) Firewall.

(c) Catalogue.

(d) Mercantile model.

7 _____ allows companies to more profitably manage customers as tangible assets.

(a) CRM.

(b) SCM.

(c) EFT.

(d) EDI.

Turn over

8 ——————— describes the act of reading unprotected packet information as it travels over a network.

   (a) Sniffing.   (b) Spoofing.

   (c) Hawking.   (d) Phishing.

9 ——————— is a program harmful to the computer.

   (a) URL.   (b) Software.

   (c) Anti-virus.   (d) Virus.

10 EFT when expanded become ————————

11 HTTP stands for ————————

12 A network within a limited geographical area is called ————————

(12 x   = 3 weightage)

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

   13 What is a smart Card ?

   14 Define e-commerce.

   15 What is WWW ?

   16 What is Digital Token ?

   17 What is **EDI** ?

   18 What is Work Flow Automation ?

   19 What is Firewall ?

   20 What is E-commerce Directories ?

   21 What is meant by digital documents ?

(9 x 1 = 9 weightage)

III. Short Essay *or* paragraph questions. Answer any *five* questions out of seven.

   22 What is e-commerce of media convergence ?

   23 What are the market forces influencing I-way ?

   24 State the advantages of E-commerce.

   25 Explain the security measures related to Web.

   26 What is Information Filtering ?

   27 What is hypertext publishing ?

   28 Who are the participants of Supply Chain Management ?

(5 x 2 = 10 weightage)

IV. Essay Questions. Answer any *two* questions out of *three.*

    29 Briefly explain the various types of electronic payment systems.

    30 Explain the consumer oriented applications of e-commerce.

    31 Prepare an essay on the new age of information based marketing.

(2 x 4 = 8 weightage)