

FOURTH SEMESTER B.C.A. DEGREE EXAMINATION, MARCH 2013**(CCSS)****CA1C07—E-COMMERCE**

Time : Three Hours

Maximum : 30 **Weightage**I. Answer **all** questions

- 1 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.
- 2 Gaining unauthorized access to a computer network is called _____
- (a) **Phishing.** (b) Hacking.
(c) Pirating. (d) Virus.
- 3 A network _____ is a secure gate between your organization's data and the Internet.
- (a) Directory. (b) **Firewall.**
(c) Catalog. (d) Mercantile model.
- 4 Any concrete or symbolic indication, preserved or recorded, for reconstructing or for proving a phenomenon, in electronic form is called _____
- (a) E-Commerce catalog. (b) E-Commerce directory.
(c) Digital document. (d) Web site.
- 5 Each web page has its own unique address called a _____
- (a) IP address. (b) **Website.**
(c) **URL.** (d) **FTP.**
- 6 EDI when expanded becomes _____
- 7 A traditional physical company that ~~possesses~~ a building or store for operations and offer face-to-face consumer experience is called _____
- (a) Click and mortar. (b) Click only.
(c) Brick and mortar. (d) E-business.
- 8 _____ is utilized to facilitate the co-ordination with outside business entities, or in the scope of extended enterprise.
- (a) **FTP.** (b) **Supply Chain Management.**
(c) Online directory. (d) **EDI.**

Turn over

- 9 What is the Internet protocol ?
- 10 _____ is the degree to which the product offers utility to a potential customer.
 (a) Differentiation. (b) Relevance.
 (c) Perceived value. (d) Brand.
- 11 **HTTP** is the short form for _____
- 12 Online selling of books is an example for _____ model of e-commerce.
 (a) **C2B**. (b) B2C.
 (c) **G2C**. (d) C2G.

(12 x 3 = 36 weightage)

II. Short Answer Type Questions. Answer *all* nine questions :

- 13 Define E-Commerce.
- 14 What are the components of I-way ?
- 15 What is **WWW** ?
- 16 What is meant by hypertext publishing ?
- 17 What is a Credit Card ?
- 18 What are the risks in Electronic Payment System ?
- 19 What are the types of digital documents ?
- 20 What is Work Flow Automation ?
- 21 What is E-Commerce **Directories**.

(9 x 1 = 9 weightage)

III. Short Essay or Paragraph Questions. Answer any *five* questions :

- 22 State the advantages of E-Commerce.
- 23 Explain the security measures related to Web.
- 24 Comment on the macro **forces** on Internal Commerce.
- 25 How is information useful in marketing ?
- 26 Who are the participants of Supply Chain Management ?
- 27 What is Information filtering ?
- 28 State the Mercantile models from the Merchant's perspective..

(5 x 2 = 10 weightage)

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

- 29 Explain the different types Electronic Payment Systems.
- 30 Write an essay about the Legal, Security and Privacy issues related to EDI.
- 31 Illustrate the various methods of advertising on the Internet.

(2 x 4 = 8 weightage)