

FOURTH SEMESTER B.C.A. DEGREE EXAMINATION, MAY 2014**(UG—CCSS)**

Complementary Course

CA 4C 07—E-COMMERCE

Time : Three hours

Maximum : 30 Weightage

I. Answer *all* questions :

- 1 _____ simply means commercial transactions through Internet.
- 2 Which of the following term is not representing e-cash ?
 - (a) E-money.
 - (b) Paper currency.
 - (c) Digital money.
 - (d) Cyber currency.
- 3 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.
- 4 ~~S-HTTP~~ stands for _____
- 5 Gaining unauthorized access to a computer network is called _____
 - (a) ~~Phishing~~.
 - (b) Hacking.
 - (c) Pirating.
 - (d) Virus.
- 6 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.
- 7 _____ describes the act of reading unprotected packet information as it travels over a network.
 - (a) Sniffing.
 - (b) Spoofing.
 - (c) Hawking.
 - (d) ~~Phishing~~.
- 8 What is a Virus ?
- 9 _____ 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

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

- (a) C2B. (b) B2C.
(c) G2C. (d) C2G.

11 EFT when expanded become _____

12 A network _____ is a source gate between your organization's data and the internet.

- (a) Directory. (b) Firewall.
(c) Catalog. (d) Mercantile model.

(12 x $\frac{1}{4}$ = 3 weightage)

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

- 13 Define E-Commerce.
14 What is media convergence ?
15 Define WWW.
16 What is Firewall ?
17 What is Digital Token ?
18 What is Online Marketing ?
19 What is Internal Information System ?
20 Explain the term "Information Filtering".
21 What is URL ?

(9 x 1 = 9 weightage)

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

- 22 What are the components of I-way ?
23 What is hypertext publishing ?
24 Explain the security measures related to web.
25 Explain the consumer oriented e-commerce applications.
26 Illustrate the risks in Electronic Payment System.
27 Describe the different types of digital documents.
28 How is advertisement done in Internet ?

(5 X 2 = 10 weightage)

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

- 29 Briefly explain the anatomy of E-Commerce applications.
30 Explain the different types of Electronic Payment Systems.
31 Describe the supply chain commerce systems.

(2 X 4 = 8 weightage)