

## 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 x  $\frac{1}{4}$  = 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 x 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 x 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 x 4 = 8 weightage)