D 42000   (Pages : 2)   Name...

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FOURTH SEMESTER B.C.A. DEGREE EXAMINATION, APRIL 2018

(CUCBCSS—UG)

BCA 4C 07—E-COMMERCE

Time : Three Hours   Maximum : 80 Marks

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

  1 TCP/IP stands for ——————.

  2 —————— means the network within an organisation.

  3 —————— is an internet enabled system that allows the user to buy and sell shares on the exchange directly.

  4 —————— are used to verify the authenticity of the message and to verify message integrity.

  5 ISP stands for ——————.

  6 Gaining unauthorized access to a computer network for profit, criminal mischief or personal pleasure :

    (a) Gambling.   (b) Phishing.

    (c) Hacking.   (d) Blogging.

  7 Online business attempt to reach other business units :

    (a) B2B.   (b) B2C.

    (c) C2C.   (d) B2G.

  8 Markets in which prices are variable and based on the competition among participant are called ——————.

    (a) E-Commerce.   (b) E-Banking.

    (c) E-Broking.   (d) Auction.

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

    (a) Directory.   (b) Firewall.

    (c) Catalog.   (d) Mercantile model.

  10 How many standard codes are there in ASCII ?

    (a) 64.   (b) 128.

    (c) 256.   (d) 512.

                                                    (10 × 1 = 10 marks)

                                                           Turn over

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

    11   What is Internet.

    12   Define E-Commerce ?

    13   What is http ?

    14   What is e-advertising ?

    15   What is Cyberstalking ?

    16   What is IPR ?

    17   What is OTP ?

    18   What is online stock trading ?

    19   What is mobile commerce ?

    20   What is meant by 'wireless spectrum' ?

                                                                         (8 × 2 = 16 marks)

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

    21   Explain the advantages of E-Commerce.

    22   State about the e-commerce enabling technologies of the WWW.

    23   Explain the different types of networks topologies.

    24   Explain the features and advantages of e-branding.

    25   Illustrate the legal and ethical issues related to e-security.

    26   Write a note on online financial services in India.

    27   Write a note on digital signature.

    28   Explain the different generations in wireless communication.

                                                                         (6 × 4 = 24 marks)

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

    29   Explain the various threats to e-commerce. What are the protection measures ?

    30   Write an essay about the Electronic Payment Systems.

    31   Explain with suitable examples the various business models for e-commerce.

                                                                         (2 × 15 = 30 marks)