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(Pages : 2)

Name.....

Reg. No.....

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)