

C 3508

(Pages : 2)

Name.....

Reg. No.....

**FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2021**

B.C.A.

BCA 4C 07—E-COMMERCE

Time : Two Hours

Maximum : 60 Marks

Section A (Short Answer Type Questions)

*Answer at least **eight** questions.*

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 24.

1. What are the advantages of E-Commerce ?
2. What is Phishing ?
3. Explain E-branding.
4. What is ISP means ?
5. Define Firewall.
6. Write any two websites involved in E-Commerce.
7. Define Encryption.
8. Define HTML.
9. Define Web Search Engine with example.
10. What is Business Model ?
11. Define V-SAT.
12. What is B2C ? Explain.

(8 × 3 = 24 marks)

Turn over

Section B (Short Essay Type Questions)

Answer at least five questions.

Each question carries 5 marks.

All questions can be attended.

Overall Ceiling 25.

13. Explain the benefits of Internet Advertising.
14. Explain properties of E-cash.
15. Write a comparison between E-marketing and Traditional marketing.
16. Write a note on security issues on E-payment systems.
17. Explain Cyber Stalking.
18. Write a note on Digital Signature.
19. Write a note on WWW.

(5 × 5 = 25 marks)

Section C (Essay Type Questions)

Answer any one question.

The question carries 11 marks.

20. Explain B2B model and what are the major advantages of B2B.
21. Explain most popular electronic payment systems.

(1 × 11 = 11 marks)