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(Pages : 2)

Name.....

Reg. No.....

**FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2025**

B.C.A.

BCA 4C 07—E-COMMERCE

(2019—2023 Admissions)

Time : Two Hours

Maximum : 60 Marks

Section A (Short Answer Type Questions)*Answer all questions.**Each correct answer carries a maximum of 2 marks.**Ceiling 20 marks.*

1. Who invented WWW ?
2. What do you mean cyber stalking ?
3. What is the difference between *e-commerce* and *e-business* ?
4. What is Branding ?
5. Discuss about Electronic-cash.
6. What is a digital signature ?
7. What is brokerage model ?
8. What is a Copyright ?
9. What do you mean by client server application ?
10. Describe the role of software agents in enhancing *e-commerce* functionalities.
11. What do you mean by web presence goals ?
12. What is an advertising model ?

Turn over

Section B (Short Paragraph Type Questions)

Answer all questions.

Each correct answer carries a maximum of 5 marks.

Ceiling 30 marks.

13. Describe about internet security environment in India.
14. Compare and contrast B2B and B2C e-business models.
15. Describe about e-payment systems requirements and its benefits
16. Explain about internet banking and its concerns.
17. Differentiate traditional marketing and E- marketing
18. Describe the role and importance of digital signatures in e-commerce.
19. How has e-commerce transformed traditional business models in India ?

Section C (Essay Type Questions)

Answer any one question, correct answer carries 10 marks.

20. Explain about Internet and its legal and Ethical issues.
21. Describe about World Wide Web and its enabling technologies.

(1 × 10 = 10 marks)