

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)