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(Pages : 2)

Name.....

Reg. No.....

**FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2022**

B.C.A.

BCA 4C 07—E-COMMERCE

(2019 Admission onwards)

Time : Two Hours

Maximum : 60 Marks

Section A

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

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 24.

1. What is WWW ?
2. What is Skimming ?
3. Write a note on Software agents.
4. Define Domain name.
5. Define Copyright.
6. Define Internet Protocol with example.
7. Define Hyperlink.
8. Define IP address.
9. What is HTML ? Advantages of using HTML.
10. What is on-line marketing?
11. What is E-Cheque ?
12. Define Web Server.

(8 × 3 = 24 marks)

Turn over

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Section B

Answer at least five questions.

Each question carries 5 marks.

All questions can be attended.

Overall Ceiling 25.

13. Explain client-server architecture using HTTP.
14. Explain Business model for E-Commerce.
15. Write a note on ISP.
16. Explain different factors influencing the success of E-Commerce.
17. What are the main advantages of Internet Banking ?
18. Write the limitations of Traditional marketing.
19. Explain Internet Advertising in detail.

(5 × 5 = 25 marks)

Section C

Answer any one question.

The question carries 11 marks.

20. Explain different E-transitions challenges for Indian Corporates.
21. Explain about E-cash and properties of E-cash.

(1 × 11 = 11 marks)