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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)