

Reg. No.....

Code No: SS30694E

Sub. Code: SMCA42

B.C.A. (CBCS) DEGREE SPECIAL SUPPLEMENTARY EXAMINATION, APRIL 2020

FOURTH SEMESTER

COMPUTER APPLICATION - CORE

E - COMMERCE

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum: 75 marks

Part - A (10 X 1 = 10 marks)

Answer all questions, choose the correct answer

1. _____ is the key to increasing and sustaining profitability.
a. Customer Relationship Management b. Maintenance Repair Operations
c. Continuous Performance Management d. Supply Chain Management
2. In the US which act enables to deter piracy?
a. No electronic theft b. Cyber theft
c. Internet time theft d. None
3. Which CRM process involves "Front Office" Customer touch points?
a. Analytical CRM b. Personalization c. Customer Interaction d. Operational CRM
4. Which vendor enables buyers and sellers to trade and create business opportunities for all trading partners?
a. Ariba b. Commerce One c. i2 technologies d. Oracle
5. Which implements a simple data manager model for a shopping kart application?
a. The Pages b. Receipt Bean c. Basket Bean d. jsp
6. _____ platform provides full voice and data support with worldwide roaming capabilities.
a. CDMA b. GSM c. TDMA d. Bluetooth
7. _____ refers to the specific applications delivered or accessed over the internet.
a. Web Deployable b. Web Addressable c. JAVA Remote Method d. HR applications
8. _____ interface allows users to access multiple database types transparently.
a. DBI b. ODBC c. JDBC d. OLE DB
9. _____ specialize in mobile phones with PDA capabilities using the palm OS
a. Kyocera b. Compaq c. palm d. symbol
10. The Lotus-AQL test used a variation of simple implementation protocol known as
a. SIP b. SPI c. SCM d. CRM

PART B (5 X 5 = 25 MARKS)

Answer ALL questions, Choosing either (a) or (b)

11. a) Explain various issues in implementing Ecommerce
Or
b) What is online trust? Explain.
12. a) Explain briefly about any five Ecommerce software Vendors.
Or
b) Write about Internet selling Environment
13. a) Explain the different stages for developing a commerce site.
Or
b) Explain the different concerns for the mobile enterprise
14. a) Explain the benefits of Web addressability
Or
b) Explain XML and Ecommerce
15. a) Write about SIP and SIMPLE
Or
b) Write the ten worst security mistakes for IT Professional

Continuation Sheet

PART C (5 X8= 40 MARKS)

Answer ALL questions, Choosing either (a) or (b)

16. a) What are the benefits of the Ecommerce Market?
Or
b) Explain WCBE Commerce integrator architecture in detail
17. a) Explain how to establish your online identity with right web address in ecommerce Business
Or
b) Write a brief note on Internet Payment processing system
18. a) Explain the Shopping Cart Scenario in detail
Or
b) Write a brief note on wireless WAN
19. a) Explain various development categories of business value
Or
b) Explain about online Merchandising strategies
20. a) Explain the requirements for E-BI application development solution
Or
b) Write down the seven top errors that lead to computer security vulnerability in corporate management