

(7 pages)

Reg. No. :

Code No. : 41406 E Sub. Code : SACS 41

B.Sc. (CBCS) DEGREE EXAMINATION, APRIL 2019.

Fourth Semester

Computer Science - Allied

E - COMMERCE

(For those who joined in July 2017 Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. _____ is concerned with buying and selling information, products and services over the internet.
 - (a) Commerce
 - (b) E-Commerce
 - (c) E-Business
 - (d) Internet

2. Which of the following protocol is responsible for transferring and displaying web pages.
 - (a) HTTP
 - (b) HTML
 - (c) FTP
 - (d) TCP/IP
3. Business selling to local, state and federal agencies is known as _____ business model.
 - (a) B2C
 - (b) G2B
 - (c) B2G
 - (d) G2G
4. _____ are used to achieve high value integration without hierarchical control.
 - (a) Auctions
 - (b) Aggregators
 - (c) Content
 - (d) Alliances



5. Who spends a good deal of time online, mainly at their places of business.
- (a) cyber buyers
 - (b) cyber consumers
 - (c) cyber surfers
 - (d) none of the above
6. _____ describes the accelerating benefits of a positive feedback loop.
- (a) E-care
 - (b) E-mail
 - (c) Affiliate network
 - (d) Spiral
7. _____ is a hacker can use to enter a system, search for passwords and install software programs to allow remote control of the computer.
- (a) Back door
 - (b) NASDAG
 - (c) Guesses
 - (d) PEM

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8. _____ is a software or a hardware used to isolate and protect a private system or a network from the public network.
- (a) Intrusion detection
 - (b) Firewall
 - (c) Password
 - (d) Virus
9. In bank, _____ key is used for Encryption.
- (a) Public
 - (b) Private
 - (c) Secret
 - (d) None of the above
10. In digital signature _____ algorithm is used to calculate a message digest.
- (a) RSA
 - (b) DES
 - (c) AES
 - (d) Both (a) and (b)

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PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

11. (a) Explain emergence of the internet as an E-Commerce.

Or

- (b) How E-Commerce provides opportunities to various industries?

12. (a) What are the advantages of B2B model?

Or

- (b) Write a short on different kinds of aggregator models.

13. (a) Write about traditional marketing and its problems.

Or

- (b) Explain spiral branding with example.

14. (a) How to secure over E-mail? Explain the various methods to secure E-mail.

Or

- (b) What are the significant features of firewall?

15. (a) Explain micro payment system with suitable example.

Or

- (b) State the features of E-banking in India.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

16. (a) What are the advantages of E-Commerce? Explain.

Or

- (b) Write in detail about origin of world wide web.

17. (a) Briefly explain about business-to-consumer model.

Or

- (b) Discuss brokerage model.

18. (a) Explain online marketing.

Or

- (b) Discuss marketing strategies with suitable example.



19. (a) Explain security risks associated with a network and a website.

Or

- (b) Discuss security premises on physical infrastructure.

20. (a) Explain in detail about E-Banking at ICICI Bank.

Or

- (b) Discuss different kinds of methods of secure E-Payment process.
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