

(6 pages)

Reg. No. :

**Code No. : SS 30624 E Sub. Code : SACS 41/
SASE 41**

B.Sc. (CBCS) DEGREE (Special Supplementary)
EXAMINATION, APRIL 2020.

Fourth Semester

Computer Science/Software Engineering – 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. In 1968, a number of freight and shipping companies joined together to form _____ to reduce paper work burden.

- | | |
|----------|----------|
| (a) ANSI | (b) TDCC |
| (c) WWW | (d) EDI |

2. Advantage of e-commerce is
- (a) vulnerable to attack
 - (b) global reach
 - (c) rapidly changing technologies
 - (d) all the above
3. _____ is that model of e-commerce whereby a company conducts its trading and other commercial activity through the internet and the customer is another business itself.
- (a) B2C
 - (b) C2C
 - (c) B2B
 - (d) C2B
4. Common element of B2B exchange
- (a) Centralized market space
 - (b) Warehousing
 - (c) Standardized transaction
 - (d) both (a) and (b)
5. Customers of an e-commerce site interact with it through a series of consecutive and related requests made during a single visit called _____.
- (a) Protocol
 - (b) Reliable connection
 - (c) Request response
 - (d) Session

6. Find the odd one out
- (a) Cyber buyers
 - (b) Cyber consumers
 - (c) Cybermoney
 - (d) Cyber surfers
7. Which of the following is not relevant to system security?
- (a) Integrity
 - (b) Ambiguity
 - (c) Confidentiality
 - (d) Availability
8. NTP stands for
- (a) Network Time Protocol
 - (b) Network Transfer Protocol
 - (c) Network Target Protocol
 - (d) Network Task Protocol
9. Which of the following is not under the category of online payment?
- (a) Micro payment
 - (b) Customer payment
 - (c) Business payment
 - (d) Bulk payment

10. _____ is a messaging protocol designed for securing credit card transactions over open networks
- (a) SSL (b) RSA
(c) SET (d) TCP

PART B — ($5 \times 5 = 25$ marks)

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

Each answer should not exceed 250 words.

11. (a) Discuss on the online extension of a BAM model.

Or

- (b) Discuss the usage of Internet in India.

12. (a) Give an account on facebook.

Or

- (b) Explain the C2C model.

13. (a) List the advantages of online marketing.

Or

- (b) Write a note on e-branding.

14. (a) Discuss the concept of firewalls.

Or

- (b) Brief the recent information security environment in India.

15. (a) Discuss how ICICI Bank performs e-banking.

Or

- (b) Explain the online payment categories.

PART C — ($5 \times 8 = 40$ marks)

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

Each answer should not exceed 600 words.

16. (a) Explain the emergency of the World Wide Web.

Or

- (b) Discuss the e-commerce opportunities for Industries.

17. (a) Brief about Aggregator model.

Or

- (b) Discuss on Info-mediary model.

18. (a) Illustrate the process of conducting online market research.

Or

- (b) Describe the marketing strategies.

19. (a) Discuss the secure physical infra structure.

Or

- (b) Give an account on network and website security.

20. (a) What are the main concerns in Internet Banking? Explain.

Or

- (b) Explain Online financial services in India.
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