

(6 pages)

Reg. No. :

Code No. : 20521 E Sub. Code : CECA 51

B.C.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2023

Fifth Semester

Computer Application – Major Elective

E-COMMERCE

(For those who joined in July 2021–2022 only)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. _____ is not a major type of electronic commerce.

- (a) Business to Consumer
- (b) Business to Business
- (c) Consumer to Consumer
- (d) Consumer to Business

2. _____ describes E-Commerce.

- (a) Doing business offline
- (b) Doing business electronically
- (c) Surfing online
- (d) Both (a) and (b)

3. _____ is part of the four main types for e-commerce.

- (a) B2B (b) P2P
- (c) C2A (d) All of the above

4. OLX is an example of _____ E-commerce segment.

- (a) B2B (b) B2C
- (c) C2B (d) C2C

5. What is the primary purpose of an e-commerce website?

- (a) Social networking
- (b) Online gaming
- (c) Selling products and services
- (d) Providing news articles

6. "M-Commerce" stands for _____.

- (a) Modern Commerce
- (b) Mobile Commerce
- (c) Marketed Commerce
- (d) Mass Commerce

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7. _____ is the primary purpose of an e-commerce product database.

- (a) Storing customer reviews
- (b) Managing website design
- (c) Tracking user behavior
- (d) Storing product information

8. Which of the following is a popular Content Management System (CMS) often used with e-commerce plugins?

- (a) Magento (b) Shopify
- (c) WordPress (d) WooCommerce

9. SSL stands for _____.

- (a) Socket Secure Layer
- (b) Secondary Segment Layer
- (c) Secure Sockets Layer
- (d) Secure System Layer

10. Which protocol ensures secure data transmission between a user's browser and a web server?

- (a) HTTP (b) FTP
- (c) HTTPS (d) TCP

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PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Explain the concept of mobile commerce and its significance.

Or

(b) Write a note on EDI.

12. (a) Compare B2C and B2B e-commerce models.

Or

(b) Describe the subscription e-commerce model. Provide an example.

13. (a) What are the key factors defining the target audience for an e-commerce website?

Or

(b) Identify the objectives of shopping cart project.

14. (a) Analyse the importance of security measures in E-commerce application development.

Or

(b) What type of data would you store in an e-commerce product database? Explain.

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15. (a) List and explain the key features typically found in e-commerce applications.

Or

- (b) What is PCI DSS and explain its role in securing credit card information?

PART C — (5 × 8 = 40 marks)

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

Each answer should not-exceed 600 words.

16. (a) Discuss the E-commerce architecture and its components with neat diagram.

Or

- (b) What is the role of online payment systems in e-commerce? Give example of different types of online payment methods.

17. (a) What are the initial steps involved in creating an E-commerce website? Explain.

Or

- (b) Classify the types of E-commerce Providers and Vendors.

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18. (a) Explain the difference between front-end and back-end development in the context of e-commerce websites.

Or

- (b) Describe the components and functionality of a shopping cart system in an e-commerce websites.

19. (a) Discuss the various strategies and techniques for E-commerce application development.

Or

- (b) Examine the concept of dynamic pricing as a merchandising strategy.

20. (a) Describe the process of applying e-business intelligence tools during the development of an e-commerce application.

Or

- (b) Elaborate on importance of SSL/TLS encryption in securing e-commerce transactions.

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