(6 pages) **Reg. No. :** .....

Code No. : 21164 **Sub. Code : JACS 41/ JASE 41**

B.Sc. (CBCS) DEGREE EXAMINATION, APRIL 2018.

Fourth Semester

Computer Science/Software Engineering — Allied

E-COMMERCE

(For those who joined in July 2016 onwards)

Time : Three hours Maximum : 75 marks

SECTION A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Which of the following is not a category of e-commerce?
   (a) B2B
   (b) B2C
   (c) B2R
   (d) Intrabusiness

2. EDI stands for ————————.
   (a) Electronic Data Interchange
   (b) Electronic Data Information
   (c) Enterprise Data Interchange
   (d) Electronic Display Information

3. WAN stands for ————————.
   (a) Wide Area Networks
   (b) Wide Access Networks
   (c) Wireless Area Networks
   (d) Wideless Access Networks

4. The ———————— is a continuously expanding large collection of hypertext documents.
   (a) E-mail (b) URL
   (c) HTML (d) WWW

5. The ———————— is the element that sits logically between the WAP device and the origin server.
   (a) Webbrowser (b) SSL
   (c) WAP gateway (d) WTLS

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6. ———————— are smart cards that are capable of storing monetary values onto their micro processor chip.

(a) Electronic pulses

(b) Electronic cash

(c) Electronic checks

(d) All of the above

7. Any party involved in an e-cash transaction must necessarily maintain an account with ————.

(a) customer (b) merchant

(c) e-mint (d) all the above

8. The process of restoring the cipher text back to the plaintext using a ———————— algorithm.

(a) Encryption (b) Decryption

(c) Clear text (d) Cryptography

9. ———————— also a digital token based system.

(a) Electronic checks

(b) Electronic cash

(c) E-banking

(d) Online banking

10. GPRS stand for ————————.

(a) General Packet Radio Switching

(b) General Protocol Radio Switching

(c) Geographical Packet Radio Switching

(d) General Protocol Ratio Switching

SECTION B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) What are the various categories of E-commerce based on the parties involved in a transaction?

Or

(b) What are the entities in B2B E-Commerce?

12. (a) Discuss the linking concept in HTML with illustration.

Or

(b) Explain software agents.

13. (a) Discuss about E-advertising.

Or

(b) What is the meaning of E-branding?

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14. (a) What are the benefits of electronic cheques? Explain.

Or

(b) Discuss the configuration of firewall systems.

15. (a) How are smart cards used for e-payment transaction?

Or

(b) Discuss the features of e-banking in India.

SECTION C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Discuss the advantage and disadvantages of E-Commerce.

Or

(b) Write about E-business based on the relationship of transaction type.

17. (a) Explain <IMG> tag and its attributes in HTML.

Or

(b) Discuss about ISP.

18. (a) Write in details about any one search engine.

Or

(b) Explain about online marketing.

19. (a) Explain network and website security.

Or

(b) Write about information search security environment in India.

20. (a) Discuss the different type of electronic payment system.

Or

(b) Explain the electronic cash system.

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