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Reg. No. :

Code No. : 20692 E Sub. Code : SMCA 42

B.C.A. (CBCS) DEGREE EXAMINATION, APRIL 2021.

Fourth Semester

Computer Application — Core

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. Which is the earliest type of electronic commerce?
(a) digital marketing (b) digital selling
(c) digital service (d) both (a) and (b)
2. Which is the greatest threat to the success of the information economy?
(a) viruses (b) software attacks
(c) digital piracy (d) cybercrime

3. _____ is an approach a company takes to become profitable business on the Internet.
- (a) E-Commerce Model (b) E-business Model
(c) E-signature (d) Digital Signature
4. Which vendor is the world's leading supplier of software for information management?
- (a) Moai (b) mySAP
(c) Oracle (d) Sapient
5. _____ is a method of data encryption used to secure transactions between client and server.
- (a) SSL (b) HTTPS
(c) Firewall (d) SMTP
6. B-business model includes
- (a) Strategies and Knowledge Management
(b) Knowledge Management only
(c) Business process domain
(d) Both (a) and (c)
7. _____ are the standard browser based vehicles to deliver enterprise information.
- (a) Web Services
(b) Enterprise Portals
(c) Enterprise Operations
(d) Wireless Services

8. Which is the problem solving technique made possible by product usage attributes?
- (a) Visual Catalogue
 - (b) Parametric Comparison
 - (c) Accessorization
 - (d) Categorization
9. The _____ is used as an extension of Ethernet to Wireless communication.
- (a) 802.11 (b) 802.11a
 - (c) 802.11b (d) 802.11g
10. The Lotus-AOL test used a variation of simple implementation protocol known as
- (a) SIP (b) SPI
 - (c) SCM (d) CRM

PART B — ($5 \times 5 = 25$ marks)

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

Each answer should not exceed 250 words.

11. (a) What is strong intellectual property protection? Explain.

Or

- (b) Briefly write the benefits of SIP.

12. (a) Explain any five software vendors.

Or

- (b) How to avoid the risks involved in E-commerce trust?

13. (a) Write the necessary steps to be followed for building the prototype stage.

Or

- (b) Explain the different concerns for the mobile Enterprise.

14. (a) Explain the benefits of Web addressability.

Or

- (b) Write short note on E-commerce

(i) ODBC,

(ii) Java Servlets.

15. (a) Write a short note on Web Application development software.

Or

- (b) Discuss about SIP and SIMPLE.

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 how to do business through Internet.

Or

- (b) Explain WCBE Commerce integrator architecture in detail.

17. (a) Explain the elements of E-Business Model in detail.

Or

- (b) Write briefly about Internet selling environment.

18. (a) Explain the requirements needed to start building your commerce site.

Or

- (b) Explain how shopping cart technology can be used in E-commerce departmental store.

19. (a) Write down the steps used for building an effective E-business Strategy.

Or

- (b) Explain about Internet business development merchandising strategies.

20. (a) Describe the ground rules for E-Business privacy.

Or

- (b) Explain various types of attacks recognized in the Cyber Crime.
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