C 21506	(Pages : 2)	Name
		Reg. No

## FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION APRIL 2022

B.C.A.

BCA 4C 07—E-COMMERCE

(2019 Admission onwards)

Time: Two Hours

Maximum: 60 Marks

## Section A

Answer at least **eight** questions.

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 24.

- 1. What is WWW?
- 2. What is Skimming?
- 3. Write a note on Software agents.
- 4. Define Domain name.
- 5. Define Copyright.
- 6. Define Internet Protocol with example.
- 7. Define Hyperlink.
- 8. Define IP address.
- 9. What is HTML? Advantages of using HTML.
- 10. What is on-line marketing?
- 11. What is E-Cheque?
- 12. Define Web Server.

 $(8 \times 3 = 24 \text{ marks})$ 

Turn over

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## Section B

Answer at least **five** questions. Each question carries 5 marks. All questions can be attended. Overall Ceiling 25.

- 13. Explain client-server architecture using HTTP.
- 14. Explain Business model for E-Commerce.
- 15. Write a note on ISP.
- 16. Explain different factors influencing the success of E-Commerce.
- 17. What are the main advantages of Internet Banking?
- 18. Write the limitations of Traditional marketing.
- 19. Explain Internet Advertising in detail.

 $(5 \times 5 = 25 \text{ marks})$ 

## Section C

Answer any **one** question. The question carries 11 marks.

- 20. Explain different E-transitions challenges for Indian Corporates.
- 21. Explain about E-cash and properties of E-cash.

 $(1 \times 11 = 11 \text{ marks})$