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 × 3 = 24 marks)

Turn over

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.

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

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.

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