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Name.....

Reg. No.....

**FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2024**

B.C.A.

BCA 4C 07—E-COMMERCE

(2019 Admission onwards)

Time : Two Hours

Maximum : 60 Marks

Section A (Short Answer Type Questions)

*Answer all questions.**Each correct answer carries a maximum of 2 marks.**Ceiling 20 marks.*

1. Which are the transaction parties in e-business model ?
2. Discuss the C2C e-business model with examples.
3. What is online-marketing ?
4. What is a business model ?
5. Define Marketing.
6. What are internet standards ?
7. Define e-security.
8. What is internet gambling ?
9. What are digital token based e-payment systems ?
10. What do you mean by e-cash ?
11. Analyse the use of digital signature.
12. What do you mean by e-banking ?

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Section B (Short Paragraph Type Questions)

Answer all questions.

Each correct answer carries a maximum of 5 marks.

Ceiling 30 marks.

13. Explain about the E-transition challenges for Indian corporates.
14. Define a business model and its importance in e-commerce.
15. Discuss the importance of information system security in e-commerce.
16. Explain the structure and function of the World Wide Web.
17. Explain about E-advertising.
18. Describe about E-business models based on the relationship of transaction types.
19. Explain about digital signature.

Section C -(Essay Type Questions)

Answer any one question, correct answer carries 10 marks.

20. Explain about history of E-commerce its advantages and challenges in India.
21. Explain about different E payment systems.

(1 × 10 = 10 m)