

Code No. : 20237 E Sub. Code : SMCA 42/
AMCA 42

B.C.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

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 one is the newest and best business communication channel?
- (a) LAN (b) www
(c) Internet (d) VPN

6. The _____ stage involves building a basic layout of the site so as to see what the final site will look like.

(a) Design (b) Prototype
(c) Implementation (d) Planning

7. Expand CORBA

(a) Common Object Request Broker Architecture
(b) Common Object Request Based Architecture
(c) Consumer Oriented Request Broker Architecture
(d) Component Oriented Request Broker Architecture

8. The primary function of a web-server is to send appropriate HTML code to the _____

(a) Client (b) Web application
(c) Web browser (d) Website

9. Which one is not database software?

(a) HTML (b) SQL server
(c) Oracle (d) IBM DB2

2. Electronic commerce systems require significant investments in
- (a) Hardware
(b) Software
(c) Staffing and training
(d) All the above
3. The security threat that intercepts the private content of a transaction en routed over the internet is
- (a) Spoofing (b) Eavesdropping
(c) Data alteration (d) Phishing
4. OLAP is
- (a) Online Analytical Processing
(b) Online Analytics and Processes
(c) Online Loading and Analytical Processing
(d) None of the above
5. Security of credit card information over the internet is implemented using _____
- (a) Encryption (b) ASP files
(c) Firewall (d) Secure socket layer

10. IDS is
- (a) Internet Denial System
(b) Intrusion Detection System
(c) Internet Detection System
(d) Intrusion Defend System

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Mention the issues faced by companies while implementing E-commerce.

Or

(b) Write short note on intellectual property protection.

12. (a) Write about the business process domains on e-business model.

Or

(b) Write down the elements of e-commerce to be considered in building web business.

13. (a) Write short note on configuring the network against external intrusions.

Or

- (b) Explain briefly about on-demand mode and infrastructure mode of wireless communication.

14. (a) Write down the three main stakeholders of enterprise development needs.

Or

- (b) Mention the problem-solving techniques of flexible merchandising.

15. (a) What are the requirements of an e-BI application development solution?

Or

- (b) Write short note on cybercrime.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
Each answer should not exceed 600 words.

16. (a) Explain the benefits of E-commerce market.

Or

- (b) Explain in detail the punchout flow in B2B connectively.

17. (a) Explain in detail about E-commerce internet service provider (ECISP).

Or

- (b) What are the security threats of e-Commerce? How will you secure the websites from them?

18. (a) Explain in detail about the design stage in building the e-commerce site.

Or

- (b) Explain the facilitators of a wireless environment.

19. (a) Explain the online merchandising strategies in detail.

Or

- (b) How will you implement the E-commerce database?

20. (a) Explain the e-Business requirements for rapid application development.

Or

- (b) What are the three lists of mistakes people make that enable attackers?