

D4BCA2202

Reg.No.....

Name:

**FOURTH SEMESTER UG DEGREE EXAMINATION, APRIL 2024
(Regular/Improvement/Supplementary)**

**BCA
GBCA4C07T: E-COMMERCE**

Time:2Hours

MaximumMarks: 60

**SECTION A: Answer the following questions. Each carries *two* marks.
(Ceiling 20 Marks)**

1. Define EDI.
2. Differentiate between ethical hackers and malicious hackers.
3. State the characteristics of Brokerage model.
4. What is aggregator model?
5. Define the term skimming.
6. Mention different key elements of branding.
7. What do you mean by market segmentation?
8. Mention the advantages of E-commerce.
9. Write short note on e-advertisement.
10. What is the use of a proxy server?
11. Define digital signature and digital envelope.
12. What is dial-up connection?

**SECTION B: Answer the following questions. Each carries *five* marks.
(Ceiling 30 Marks)**

13. What are the key differences between traditional commerce and e-commerce?
14. Explain the security measures related to web.
15. What are the external driving factors of E-transition challenges for Indian corporate?
16. Mention different dimensions of information age.
17. What is routing table? Differentiate between static and dynamic routing table.
18. List out different steps needed in online research.
19. Explain the role of credit card in e-commerce.

SECTION C: Answer any *one* question. Each carries ten marks.

20. Explain how business models are classified based on the relationship of transaction parties.
21. Explain different Cheque Payment Systems on the internet.

(1 x 10 = 10 Marks)