

**FOURTH SEMESTER UG DEGREE EXAMINATION, APRIL 2025**  
**(Regular/Improvement/Supplementary)**

**BCA**  
**GBCA4C07T: E-COMMERCE**

**Time: 2 Hours**

**Maximum Marks: 60**

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

1. Define value chain model.
2. What is e-advertising?
3. Write a note on data protection.
4. Write a note on spyware.
5. What is business-to-business?
6. Differentiate between skimming price and penetration price.
7. Define e-commerce.
8. Comment on EDI.
9. What is the role of a firewall?
10. Comment on copyright.
11. What is mobile banking?
12. What is e-tailing?

**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. What are the properties of e-Cash?
15. Write a note on online marketing.
16. What are the different types of e-advertising?
17. Explain about the role of internet in the evolution of e-commerce.
18. Describe the physical structure of the internet.
19. What are the e-Payment systems in India?

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

20. Discuss the features required of a B2B platform for e-commerce.
21. Explain the provision of the IT Act, 2000 for the legal transactions of e-commerce in India.

**(1 × 10 = 10 Marks)**