

(6 pages)

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B.Sc. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2019.

Fourth Semester

Computer Science/Software Engineering — Allied
E-COMMERCE

(For those who joined in July 2016 only)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Internet channels connecting two intranets and secured through cryptography and firewall techniques are termed as _____
 - (a) Protocol
 - (b) VPN
 - (c) Firmware
 - (d) Client/Server

2. Which of the following is not a category of e-commerce?
- (a) B2B (b) B2C
(c) B2R (d) B2A
3. The _____ is a continuously expanding large collection of hypertext documents
- (a) E-mail (b) VRL
(c) HTML (d) WWW
4. EDI stands for _____
- (a) Electronic Data Interchange
(b) Electronic Data Information
(c) Enterprise Data Interchange
(d) Electronic Display Information
5. _____ are smart cards that are capable of storing monetary value onto their microprocessor chip
- (a) Electronic purse (b) Electronic cash
(c) Electronic checks (d) All of the above
6. The _____ is the element that sits logically between the WAP device and the origin server
- (a) Web browser (b) SSL
(c) WAP gateway (d) WTLS

7. DES stands for _____
- (a) Data Encryption Standard
 - (b) Data Encoding Standard
 - (c) Digital Encryption Standard
 - (d) Digital Encoding Standard
8. Any party involved in an e-cash transaction must necessarily maintain an account with _____
- (a) Customer
 - (b) Merchant
 - (c) E-mint
 - (d) All the above
9. _____ also a digital token based system
- (a) E-cheque
 - (b) E-cash
 - (c) E-banking
 - (d) Online banking
10. GPRS stands for _____
- (a) General Packet Radio Switching
 - (b) General Protocol Radio Switching
 - (c) Geographical Packet Radio Switching
 - (d) General Protocol Ration Switching

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) What are the entities in B2B E-commerce?

Or

- (b) What are the benefits of carrying out business transactions over the intranets and extranets?

12. (a) Explain E-advertising.

Or

- (b) Explain software agents.

13. (a) Define online marketing.

Or

- (b) What is the meaning of E-branding?

14. (a) What is the firewall? Write down the characteristics and limitations of firewall.

Or

- (b) What are the benefits of electronic cheques? Explain.

15. (a) Explain digital token.

Or

(b) What are the factors that need to be addressed in the design of any new e-payment system? Explain.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Discuss the advantages and disadvantages of E-commerce.

Or

(b) Write about social networking.

17. (a) Discuss about ISP.

Or

(b) Explain

(i) Javascript

(ii) XML.

18. (a) Discuss about internet marketing.

Or

(b) Write in details about any one search engine.

19. (a) What are e-business risk management issues? Explain.

Or

(b) Discuss in details on security services.

20. (a) Explain the electronic cash system.

Or

(b) What are the type of e-payment? Explain.
