



RR – 03

B.C.A. (Semester – VI) Examination, April 2018

COMPUTER SCIENCE

Elective : E-Commerce Applications

Duration : 2 Hours

Total Marks : 50

Instructions : 1) **All** questions are **compulsory**.

2) **Figures** to the **right** indicate full marks.

1. A) Define the following :

(1×5)

- 1) Electronic Markets
- 2) Blog
- 3) Content filtering
- 4) Black hat marketing
- 5) Spyware.

B) Fill in the blanks :

(1×5)

- 1) The _____ provides product development, conferencing, accounting, financial planning, logistics etc. through e-commerce.
- 2) The _____ was developed to be a pool of human knowledge, which would allow collaborators in remote sites to share their ideas and all aspects of a common project.
- 3) Companies that provide products or services directly to customers are called _____.
- 4) _____ are designed as electronic analogs of various forms of payment backed by a bank or financial institution.
- 5) _____ is a program that appears to be legitimate but actually contains another program or block of undesired malicious, destructive code, disguised and hidden in a block of desirable code.



2. Answer the following :

- 1) What are the advantages of e-commerce webstores over traditional market places ? 2
- 2) Write a short note on the meaning of Digital Signature. 3
- 3) 'A website is an essential tool for a successful business.' List out the design tips to do for a website. 5

3. Answer the following :

- 1) How are viruses and worms a threat to e-mail security ? 2
- 2) Write a short note on E-marketing. 3
- 3) What are the different classifications of Business to customer (B2C) model of E-commerce ? 5

4. Answer the following :

- 1) What do you mean by procurement ? 2
- 2) Define XML. What are the limitations of XML ? 3
- 3) 'In India, we have seen a rise in online businesses.' Write a short note on how online marketing is helping these businesses. 5

5. Answer the following :

- 1) Write down the importance of E-cash in E-commerce ? 2
- 2) What are the different categories of e-commerce applications ? 3
- 3) 'E-commerce businesses are prone to security treats.' List and explain the various security issues related to E-commerce. 5