

MCA-22 (Elective II)

E-Commerce

Master of Computer Applications (MCA-11/16/17)

Six Semester Examination, 2019 (July)

Time : 3 Hours]

Max. Marks : 80

Note : This paper is of Eighty (80) marks divided into three (03) sections A, B and C. Attempt the questions contained in these sections according to the detailed instructions given therein.

SECTION-A

(Long Answer Type Questions)

Note : Section 'A' contains four (04) long answer type questions of Nineteen (19) marks each. Learners are required to answer any two (02) questions only.

(2×19=38)

1. Describe various advantages and disadvantages of E-Commerce.
2. Describe the architecture of web based E-Commerce.
3. Describe various modes of money transaction in E-Commerce.
4. Write in short on the following.:

(a) Supply chain

(b) Digital certificate

SECTION-B
(Short Answer Type Questions)

Note : Section 'B' contains eight (08) short answer type questions of eight (08) marks each. Learners are required to answer any four (04) questions only. (4×8=32)

1. What is the role of request brokers?
2. Explain the term authentication.
3. Give a brief on Indian Cyber law.
4. What is the role of Cryptography for E-transaction?
5. What are the security risks in E-transaction?
6. Describe the term EDI.
7. What do you mean by advertising on WEB?
8. What is the role of optimization algorithms for market places?

SECTION-C
(Objective Type Questions)

Note : Section 'C' contains ten (10) objective type questions of one (01) mark each. All the questions of this section are compulsory. (10×1=10)

1. Compared to B2C E-Commerce , B2B E-Commerce is:
 - (a) Of equal size
 - (b) Slightly smaller
 - (c) Slightly larger
 - (d) Much larger.

2. A hashing function for digital signature:
- (a) Must give a hashed message which is shorter than the original message.
 - (b) Must be hardware implementable.
 - (c) Two different messages should not give the same hashed message.
 - (d) Is not essential for implementing digital signature.
3. In the E- commerce security environment which of the following constitutes the inner-most layer?
- (a) People
 - (b) Data
 - (c) Technology solution
 - (d) Organizational policies and procedures.
4. Set of independent electronic stores can be generally labeled as:
- (a) Electronic shopping mall
 - (b) Electronic wallet
 - (c) Electronic shops
 - (d) Generalized stores.
5. Which of the following are the benefits of E-marketing ?
- (a) Speed
 - (b) Reach and penetration
 - (c) Ease and Efficiency
 - (d) All of the above.

6. Which of the following are the forms of E-Banking ?
- (a) Internet Banking
 - (b) Electronic Bill payment
 - (c) Direct Deposit
 - (d) All of the above.
7. Which of the following describes E-commerce
- (a) Doing business electronically
 - (b) Doing business
 - (c) Sale of goods
 - (d) All of the above.
8. Which of the following E-commerce deals with auction ?
- (a) B2B
 - (b) B2C
 - (c) C2B
 - (d) C2C.
9. Which of the following e-commerce focuses on consumers dealing with each other?
- (a) C2C
 - (b) C2B
 - (c) B2C
 - (d) B2B.
10. NEFT Stands for :
- (a) National electronic fund transfer
 - (b) National electronic financial transaction
 - (c) National electronic fund transaction
 - (d) None of these.