

D 110033

(Pages : 2)

Name.....

Reg. No.....

FIFTH SEMESTER (CBCSS-UG) DEGREE EXAMINATION, NOVEMBER 2024

B.B.A.

BBA 5D 02—E-COMMERCE

(2019 Admission onwards)

Time : Two Hours

Maximum : 60 Marks

Part A*Answer all questions.*

1. What is Traditional Commerce ?
2. What is Supply Chain Management ?
3. Describe B to C E-Commerce.
4. What is B to E ?
5. What is E-Cheque ?
6. What do you mean by Debit Card ?
7. What is EFT ?
8. Differentiate between E-Commerce and E-Business.
9. What is Online Payment System ?
10. What is E-Business ?
11. What is Bio metrics ?
12. What is Postpaid Payment System ?

(12 × 2 = 24, maximum ceiling 20 marks)

Part B*Answer all questions.*

13. State the features of EDI
14. What are the Limitations of E-Commerce ?
15. What are the types of Bio metrics ?
16. What are the features of B to C E-Commerce ?

Turn over

17. Write a note on Electronic Purse.
18. Write a note on Business to Employee E-Commerce
19. What are the benefits of E-Commerce ?

(7 × 5 = 35, Maximum Ceiling 30 marks)

Part C

*Answer any **one** question.*

20. Define E-commerce. Discuss the Challenges and limitations of E-Commerce
21. What do you mean by Electronic Payment System ? Discuss different modes of Electronic Payment System.

(1 × 10 = 10 marks)

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D 110033–A

(Pages : 4)

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B.B.A.

BBA 5D 02—E-COMMERCE

(2019 Admission onwards)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes

Total No. of Questions : 15

Maximum : 15 Marks

INSTRUCTIONS TO THE CANDIDATE

1. This Question Paper carries Multiple Choice Questions from 1 to 15.
2. The candidate should check that the question paper supplied to him/her contains all the 15 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

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BBA 5D 02—E-COMMERCE

(Multiple Choice Questions for SDE Candidates)

1. _____ is an early form of E-commerce
 - (A) SCM.
 - (B) EDI.
 - (C) Both of these.
 - (D) None of these.

2. _____ is an application layer protocol for distributed, collaborative, hypermedia information systems.
 - (A) Html.
 - (B) HTTP.
 - (C) Bothe of these.
 - (D) None of these.

3. Which of the following is not an example for B2B e-commerce ?
 - (A) Sending and receiving orders.
 - (B) Invoice and shopping.
 - (C) All of these.
 - (D) None of these.

4. _____ e-commerce involves the electronic facilitation of transaction between customers through some third party.
 - (A) B2G.
 - (B) B2E.
 - (C) B2B.
 - (D) C2C.

5. A _____ is a document, typically written in plain text interspersed with formatting instructions of html.
 - (A) Web page.
 - (B) Home page.
 - (C) Domain.
 - (D) None of these.

6. A _____ presents information from diverse sources in a unified way in a web site.
 - (A) Web portal.
 - (B) Link page.
 - (C) Both of these.
 - (D) None of these.

7. Web pages are prepared using their language as _____.
- (A) Html. (B) FTP.
(C) HTTP. (D) None of these.
8. _____ is an example for a software that visits suggested pages and return the appropriate information to be indexed by the search Engine
- (A) Robot. (B) Spiders.
(C) Ants. (D) All.
9. _____ is the most unwanted of online advertising methods.
- (A) Advertorials. (B) Pop-up ads.
(C) Spam e-mail. (D) None of these.
10. _____ is a class of advertising methods which are considered unethical and may even be illegal.
- (A) Advertorials. (B) Pop-up ads.
(C) Spam e-mail. (D) Malware.
11. _____ are interactive online ads that require the user to respond intermittently in order to wade through the message before reaching the intended content.
- (A) Ultramercials. (B) Pop-up ads.
(C) Spam e-mail. (D) Malware.
12. _____ site is created to fraudulently acquire sensitive information such as pass words and credit card details, by masquerading as a trustworthy person or business.
- (A) Dynamic website. (B) Static Website.
(C) Phish site. (D) None of these.
13. In _____ type of payment system customer is allowed to spend only up to the amount that have pre deposited into account.
- (A) Prepaid. (B) Post paid
(C) Both of these. (D) None of these.

Turn over

14. A _____ is a device that includes an embedded integrated circuit Chip [ICC] that can be either a secure micro controller or equivalent intelligence with internal memory or a memory chip alone.
- (A) Smart Cards. (B) E-Cheques.
(C) E-cash. (D) None of these.
15. _____ is basically a secure gate between our organization data and internet.
- (A) Network firewall. (B) Antivirus.
(C) Both of these. (D) None of these.