MCA DEGREE EXAMINATIONS: APRIL 2015

(Regulation 2009)

Fifth Semester

MASTER OF COMPUTER APPLICATION

MCA520 **:** E - Commerce

Time: Three Hours   **Maximum Marks: 100**

Answer all the Questions:-

PART A (10 x 2 = 10 Marks)

1. List out three categories of electronic commerce that are most commonly used.

2. What is the difference between cyber squatting and name stealing?

3. How do job search sites make money?

4. What are the 4 Ps of marketing?

5. What is E – mail marketing?

6. Specify the different models for B2B electronic commerce.

7. What is the threat created by a sniffer program?

8. What is masquerading?

9. What is computer security?

10. How PayPal earns profit?

PART B (5 x 16 = 80 Marks)

11. a) i)   Discuss the importance of transaction costs with examples.   8

    ii) Explain SWOT analysis with any one e-commerce business as an example.   8

(OR)

    b) i)   Illustrate about crime and terrorism occurring with the use of internet   8
             technologies.

    ii) Explain the role of ethics in formulating web business policies.   8

12. a) i)   Explain about various models for generating revenue used by web businesses.   10

    ii) Discuss the guidelines that must be followed by web designers when creating   6

a website that is intended to meet the specific needs of consumers?

(OR)

b) i) Explain the different web advertising formats used by businesses. 8

ii) Compare and contrast alternative approaches for creating and maintaining brands on the web. 8

13. a) i) Illustrate with an example of how businesses are using internet technologies to improve supply chain management. 8

ii) Explain how EDI works with a neat diagram. 8

(OR)

b) i) Explain the different types of auctions with examples. 8

ii) Demonstrate how virtual communities help businesses make money on internet. 8

14. a) i) Explain the threats that originate in software and data that are downloaded to the client computer from the internet. 8

ii) How does a firewall protect a computer network from unauthorized access? 8

(OR)

b) i) Elaborate in detail about the basic technologies used to build web sites that can support online business operations. 10

ii) Discuss the solutions to the spam problem. 6

15. a) i) Explain the types of payment cards and specify the advantages and disadvantages of payment cards. 8

ii) Elaborate how the stored-value cards can help the users. 8

(OR)

b) Choose any one successful Indian ecommerce business and an international ecommerce business and discuss how they are successful. 16

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