MCA DEGREE EXAMINATIONS: MAY 2017

(Regulation 2015)

Fourth Semester

MASTER OF COMPUTER APPLICATIONS

P15CATE24: Electronic Commerce

COURSE OUTCOMES

CO1: Understanding the differences between E–Commerce and traditional commerce.

CO2: Analyze and compare the different monetary transactions.

CO3: Propose a traditional business idea and work on converting it to E–Commerce.

CO4: Implement an E–Commerce sample site.

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

Answer all the Questions:-

PART A (10 x 1 = 10 Marks)

1. Assertion (A): Electronic Commerce means shopping on the part of the Internet called the World Wide Web (the Web).   CO1   [K_2]

   Reason (R) : Electronic business is talking about electronic commerce in broader sense.

   a) Both A and R are correct and R is the correct explanation for Statement A
   b) Both A and R are correct but R is not the correct explanation for Statement A
   c) A is correct but R is incorrect
   d) A is incorrect but R is correct

2. A _____is a set of processes that combine to yield a profit.   CO1   [K_1]

   a) business model
   b) business process
   c) revenue model
   d) merchandizing

3. From the following, find the correct order of customer loyalty :   CO2   [K_3]

      (i) Separation   (ii) Commitment (iii) Awareness   (iv) Exploration (v) Familiarity

   a) (ii) – (v) – (iv) – (iii) – (i)
   b) (i) – (v) – (iii) – (iv) – (ii)
   c) (iv) – (i) – (v) – (ii) – (iii)
   d) (iii) – (iv) – (v) – (ii) – (i)

4. Match List I (Revenue model transitions) with List II(Companies) and select the correct answer using the codes given below: CO2 [K$_3$]

List I	List II
A. Subscription to Advertising- Supported Model	(i). Xdrive technologies
B. Advertising-Supported to Advertising- Subscription Mixed Model	(ii). Northern Light
C. Advertising-Supported to Fee-for- Services Model	(iii). Salon.com
D. Advertising-Supported to Subscription Model	(iv). Slate Magazine

	A	B	C	D
a)	(ii)	(i)	(iv)	(iii)
b)	(iii)	(ii)	(i)	(iv)
c)	(iv)	(iii)	(i)	(ii)
d)	(ii)	(iii)	(iv)	(i)

5. Assertion (A): The VAN can provide translation between different transaction sets used by trading partners CO2 [K$_3$]

Reason (R) : The VAN can perform automatic compliance checking to ensure that the transaction set is in the specified EDI format.

a) Both A and R are correct and R is the correct explanation for Statement A

b) Both A and R are correct but R is not the correct explanation for Statement A

c) A is correct but R is incorrect

d) A is incorrect but R is correct

6. From the following, identify the seller controlled industries : CO3 [K$_3$]

   (i) Private stores on sellers' sites

   (ii) Private company market places

   (iii)Consortia sponsored market places

   (iv)Customer portals

a) (i) and (iv)

b) (i) and (ii)

c) (ii) and (iii)

d) (iii) and (iv)

7. Assertion (A): Cryptography is different from steganography, which makes text undetectable to the naked eye. CO3 [K_2]

Reason (R) : Cryptography does not hide text; it converts it to other text that is visible.

 a) Both A and R are correct and R is the correct explanation for Statement A
 b) Both A and R are correct but R is not the correct explanation for Statement A
 c) A is correct but R is incorrect
 d) A is incorrect but R is correct

8. _____ is a piece of network hardware that monitors the workloads of servers attached to it and assigns incoming Web traffic to the server that has the most available capacity at that instant in time. CO1 [K_1]

 a) An internet
 b) A router
 c) A load balancing switch
 d) A transaction processor

9. From the following, find the correct order of processing a payment card transaction : (i) ACH network (ii) merchant website (iii) merchant bank (iv) payment card authorization (v) issuing bank CO2 [K_3]

 a) (iv) – (v) – (ii) – (iii) – (i)
 b) (i) – (v) – (iii) – (iv) – (ii)
 c) (ii) – (iv) – (v) – (i) – (iii)
 d) (iii) – (iv) – (v) – (ii) – (i)

10. _____ is a technique used by criminals to convert money that they have obtained illegally into cash. CO3 [K_1]

 a) Audit trail
 b) Tamper proof
 c) Cryptography
 d) Money laundering

PART B (10 x 2 = 20 Marks)

11. Give two factors that would cause a company to continue doing business in traditional ways and avoid electronic commerce. CO1 [K_2]

12. Draw the value chain for cotton industry unit. CO1 [K_4]

13. List the different business communication modes. CO2 [K_1]

14. Give the difference between emotional branding and rational branding. CO2 [K_2]

15. Define replenishment purchasing. CO3 [K_1]

16. How English auction differs from Dutch auction? CO3 [K_2]

17. Give the advantages of digital signature. CO3 [K_2]

18. What is meant by platform neutrality of the Web? CO4 [K_2]

19. Define racketeering. CO3 [K_1]

20. What is the difference between client-side electronic wallet and server-side electronic wallet? CO3 [K_1]

PART C (10 x 5 = 50 Marks)

21. List out and explain the key characteristics of the first two waves of electronic commerce.   CO1   [K₁]

22. Explain the difference between language translation and language localization.   CO1   [K₂]

23. Describe the key elements and advantages of technology-enabled customer relationship management.   CO2   [K₂]

24. Explain the ad formats used for advertising on the web.   CO2   [K₂]

25. How does paper-based purchasing information flow differ from EDI purchasing process?   CO2   [K₃]

26. Describe a revenue model for a business that sells frequently updated restaurant reviews. Be specific about which parts of the business would use wireless technologies and which parts would use Internet technologies.   CO3   [K₃]

27. Explain the differences between public-key encryption and private key encryption. Which method you would use for e-mail sent from a field sales office to corporate Headquarters?   CO2   [K₂]

28. Discuss two important measures of a Web site's performance.   CO4   [K₂]

29. List out and explain the various stored-value cards.   CO3   [K₁]

30. Discuss the concepts involved in electronic cash systems.   CO3   [K₂]

Answer any TWO questions

PART D (2 x 10 = 20 Marks)

31. Assume that you work in the procurement department of a small aerospace parts manufacturer. Your company builds switches and relays used in airplanes to control heating and ventilation systems. The parts your company buys must meet precise specifications and the parts are not generally interchangeable; that is, your company's engineers must work with your suppliers to design specific parts for particular systems. The director of procurement has read about online reverse auctions and is interested in exploring the idea. Outline the arguments for and against using online reverse auctions at this company, then conclude with a specific recommendation.   CO3   [K₅]

32. Explain the issues of intellectual property rights by using unauthorized content on their web sites or in their domain names.   CO2   [K₂]

33. Explain the five categories of electronic commerce.   CO1   [K₁]

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