



MCA DEGREE EXAMINATIONS: NOV/DEC 2022

(Regulation 2020)

Third Semester

MASTER OF COMPUTER APPLICATIONS

P20CAE0005: E-Commerce

COURSE OUTCOMES

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

CO2: Analyse the legal, ethical and social issues of E-Commerce.

CO3: Understand the selling and marketing on web.

CO4: Analyse the features of Business to business activities.

CO5: Understand the current technological advancements in E-commerce.

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 2 = 20 Marks)

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| 1. List out the elements of E Commerce. | CO1 [K ₂] |
| 2. Compare opt-out and opt-in approaches. | CO1 [K ₂] |
| 3. Mention the 4 P's of Marketing. | CO3 [K ₂] |
| 4. List out the elements of branding. | CO3 [K ₂] |
| 5. Specify the advantages of using Value Added Network (VAN). | CO4 [K ₂] |
| 6. Define the term Virtual Community. | CO4 [K ₁] |
| 7. Differentiate between White Hat and Black Hat hackers. | CO5 [K ₂] |
| 8. Mention any four solutions to overcome the email Spam problem. | CO5 [K ₂] |
| 9. What is a Scrip? Give an example. | CO5 [K ₂] |
| 10. List out the benefits of a smart card. | CO5 [K ₂] |

PART B (6 x 5 = 30 Marks)

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| 11. Discuss about the various categories of Ecommerce with appropriate examples. | CO1 [K ₂] |
| 12. Draw the value chain for an automobile business unit. | CO2 [K ₃] |
| 13. Briefly explain the different types of revenue model with examples. | CO3 [K ₂] |

14. Compare various auction methods. Analyze their impact in the present business scenario. CO3 [K₄]
15. Apply the risk management model to handle security process in a banking system. CO4 [K₃]
16. What are Phishing attacks? Mention few counter measures that may help to reduce the threat of phishing attacks. CO5 [K₂]

Answer any FIVE Questions

PART C (5 x 10 = 50 Marks)

17. Political and cultural issues can limit the ability of companies to do business in other countries. Provide examples of how specific government rules and cultural norms can interfere with the conduct of electronic commerce across international borders. CO1 [K₂]
18. Discuss various ethical issues in e-commerce with suitable example. CO2 [K₂]
19. Discuss the different forms of advertising used in online business. CO3 [K₂]
20. Explain how EDI works with a neat diagram about the information flow of the EDI purchasing process. CO4 [K₃]
21. Elucidate about the use of Website Utility Programs. CO5 [K₂]
22. Explain the importance of payment cards in electronic commerce. CO5 [K₂]
