KUMARAGURU
college of technology
character is life

MCA DEGREE EXAMINATIONS: NOV/DEC 2024

(Regulation 2020)

Third Semester

MASTER OF COMPUTER APPLICATIONS

P20CAE0005**:** E-Commerce

COURSE OUTCOMES

CO1: Understand 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 1 = 10 Marks)

1. Arrange the following operations of a value chain in the correct sequence. CO1 [K$_2$]
    i)   Operations ii) Marketing and Sales iii) Service iv) Inbound logistics
    v)   Outbound logistics

    a)   iv – i- v – ii - iii   b)   iv – i- v – iii - ii

    c)   ii – iv- v – iii - i   d)   iii – ii- v – iv - i

2. A _____ is a company that arranges shipping and insurance for international CO1 [K$_2$]
    transactions.
    a)   customs broker   b)   freight forwarder

    c)   strategic buyer   d)   trading partner

3. Identify the categories of market segments from the following: CO3 [K$_2$]

    i) Geographic ii) Micrographic iii) Demographic iv) Psychographic v)

    Aquagraphic

    a)   ii , iii & iv only   b)   i , iii & v only

    c)   i , iii & iv only   d)   iii, iv & v only

4. Match the List –I (Ecommerce Terms) with List-II (their description)   CO2   [K$_L$]

A. Strategic Business unit	i. Registering a trademarked domain name hoping owner will pay money to acquire URL
B. Merchandising	ii. Businesses that engage in EDI with each other
C. Cybersquatting	iii. An autonomous part of a company that is large enough to manage itself, but small enough to respond quickly to changes
D. Trading Partner	iv. Combination of store design, layout, and product display knowledge

a)   A-ii   B-iii   C-iv   D-i   b)   A-iii   B-i   C-ii   D-iii

c)   A-iv   B-iii   C-ii   D-i   d)   A-iii   B-iv   C-i   D-ii

5. The information that a Web site can gather about its visitors is called a _____.   CO3   [K$_2$]

a)   clickstream   b) click-through

c)   click wrap   d) click status

6. In purchasing, the materials that become part of finished product is called as _____ materials.   CO4   [K$_2$]

a)   spot card   b)   indirect

c)   inbound   d)   direct

7. Assertion (A): A direct connection EDI approach is better if the company processes more than 500 EDI documents every month.   CO4   [K$_4$]
Reason (R): In direct connection EDI, trading partners use VAN to retrieve EDI-formatted messages.

a)   Both A and R are individually true, and   b)   Both A and R are individually true, but
     R is the correct explanation of A   R is not the correct explanation of A
c)   A is true but R is false   d)   A is false but R is true

8. An Electronic Bill Payment and Presentment (EPBB) system in which a separate company aggregates all the customer's bills on its system is known as _____ EPBB system.   CO5   [K$_2$]

a)   biller- direct   b)   biller-indirect

c)   value-added   d)   Consolidator

9. Identify the most common business related international torts from the following: CO2   [K$_3$]

    i)   Defamation ii) Misrepresentation iii) Fraud iv) Theft of trade secrets

a)   ii, iii & iv only   b)   i, ii & iv only

c)   i , ii, iii & iv   d)   i, iii & iv only

10. In a _____, the card issuer pays the merchants that accept the card directly and   CO5   [K$_2$]

does not use an intermediary, such as a bank or clearing house system.

a) closed loop system b) open loop system

c) store card d) store charge card

PART B (10 x 2 = 20 Marks)

11.	What specific Internet technologies led to a growth in electronic commerce in developing countries during the third wave of electronic commerce?	CO1	[K$_3$]
12.	Differentiate between a business and revenue model.	CO1	[K$_3$]
13.	What is cannibalization?	CO3	[K$_2$]
14.	List the three key elements of a contract.	CO2	[K$_2$]
15.	Distinguish between emotional and rational branding.	CO3	[K$_3$]
16.	State the advantages of electronic cash.	CO5	[K$_2$]
17.	What is a sandbox?	CO5	[K$_2$]
18.	Name any two Web sites that created virtual communities or facilitated social networking before Facebook in 2006.	CO4	[K$_3$]
19.	Define the term "Virtual community".	CO4	[K$_2$]
20.	What is cybersquatting?	CO2	[K$_2$]

PART C (6 x 5 = 30 Marks)

21.	Discuss about the various categories of E-commerce giving appropriate examples.	CO1	[K$_2$]
22.	What is meant by intellectual property? Explain about the use and protection of intellectual property in online business.	CO2	[K$_2$]
23.	Describe how the four P's of marketing contribute to the marketing strategies.	CO3	[K$_2$]
24.	Explain the advantages of using RFID technology instead of bar code scanning technology in a manufacturing company.	CO4	[K$_3$]
25.	Examine the electronic commerce security measures applicable for web server computers.	CO5	[K$_2$]
26.	What is a digital certificate? What are its main elements?	CO5	[K$_2$]

Answer any FOUR Questions
PART D (4 x 10 = 40 Marks)

27.	Describe how a value chain can be used to organize the activities of a strategic business unit.	CO1 [K$_2$]
28.	Explain how the concepts of power, effects, and jurisdiction are related to each other.	CO2 [K$_2$]
29.	Describe the various categories of revenue models giving appropriate examples for each model.	CO3 [K$_3$]
30.	Sketch the key characteristics of the various auction models.	CO4 [K$_2$]
31.	What is a digital wallet? Explain about the different types of digital wallet and their security issues.	CO5 [K$_2$]

****