Dr. Babasaheb Ambedkar Open University
Term End Examination July – 2018

Course	:	**BCAMUL**	**Date**	:	**12-07-2018**
Subject Code	:	**BCAMUL-306(Web)**	**Time**	:	**11:00am to 02:00pm**
Subject Name	:	**E-Commerce**	**Duration**	:	**03 Hours**
			Max. Marks	:	**70**

Section A

Answer the following (Attempt any three) **(30)**

1. What is online electronic payment system? Discuss the prepaid and postpaid electronic payment systems information.
2. Explain framework of E-Commerce in detail.
3. What is Internet advertising and explain the models and weaknesses of internet advertising?
4. Explain the characteristics of a Corporate website and it's features in detail.
5. Explain the E-Business Back End System in detail.

Section B

Answer the following (Attempt any four) **(20)**

1. Write a short note on Cryptology.
2. List and explain different types of Firewalls.
3. Write a short note on Cyber Laws.
4. List and explain benefits of E-Commerce
5. Write a short note on Web Auctions
6. Write a short note on Digital signature.

Section C

Part – A (Multiple Choice Questions) **(10)**

1 _____ is a website which has gathered a group of user with a common interest who work together in the site.

A Infomediary B Virtual mall
C Virtual community D None of these

2 A firewall is a hardware or software system that prevents unauthorized access to or from a network

A Fireworks B Firearms
C Fire System D Firewall

3 Full form of ATM is _____

A Automatic Transfer Machine B Automatic Teller Machine
C Automatic Transaction Machine D Automatic Testing Machine

4 _____ collects, analyzes and sells information on consumers and their buying behavior to other parties who want to reach those consumers.

A Auction Room B Broker
C Infomediary D Sales Agent

5 E-commerce enhances promotion of products and services through _____ contact with customers.

A Interactive B Information-rich
C Direct D All of these

6 A _____ offers one-stop access to different content and services, such as searching, news, e-mail, stock information, message boards or chat

A Portal B Search Engines
C IPR D Service Provider

7 Full form of VOIP is _____

A Voice Over Internet Protocol B Video Over Information Path
C Voice Over Intranet Packet D None of these

8 E-commerce has the following advantages.

A Efficiencies of scale B 24x7 coverage
C Geographic reach D All of these

9 e-Bay is a example of _____ site.

A B2C B C2C
C B2B D C2B

10 _____ is a mechanism for storing persistent data on the client computer in a file.

A Cookies B Session
C Query string D None of these

Part – B (Do as Directed) (10)

1 The direct cost-of-sale for an order taken from a web site is not higher than through traditional means. (True/False)

2 A _____ is a wholesaler or retailer of goods and services

3 _____ is a stateless protocol

4 Media, protocols and _____characteristics differentiate one LAN from another.

5 An important benefit of Ecommerce is that it is the cheapest means of doing business.(True/False)

6 _____ create markets by bringing buyers and sellers together and facilitating transactions between them

7 Define the term “Web- Rings”

8 Full form of COD is _____

9 _____ is a generic term which refers to all the legal and regulatory aspects of Internet and the World Wide Web.

10 _____ often work on a commission basis: they sell an item for someone else and get a percentage of the price