MN-109

March-2019

BCA , Sem.-VI

CC-309 : E-Commerce

Time : 2.30 Hours]   **[Max. Marks : 70**

1. (A) Answer the following :
   - (1) What is e-commerce? List and explain unique features of e-commerce.   7
   - (2) List and explain various Internet protocols.   7

   OR

   - (1) Write a short note on Streaming media and intelligent agents.   7
   - (2) Explain Evolution of Internet.   7

   (B) Attempt any four :   4
   - (1) Selling the same goods at a difference price to the different consumers is called _____.
     - (a) Transaction Cost
     - (b) Search Cost
     - (c) Market Entry cost
     - (d) Price Discrimination
   - (2) OLX.com is _____ type of e-commerce.
     - (a) B2B
     - (b) B2C
     - (c) C2C
     - (d) B2G
   - (3) PING stands for _____.
     - (a) Program Internet Graphic
     - (b) Packet Internet Groper
     - (c) Program Internet Groper
     - (d) None of above
   - (4) A _____ is a tool used by web sites to store information about user.
     - (a) Cookie
     - (b) Streaming Media
     - (c) Online Forum
     - (d) None of above
   - (5) _____ provides secure connection between client and server computer.
     - (a) HTML
     - (b) SSL
     - (c) IMAP
     - (d) FNC
   - (6) _____ is the ability of consumers to discover the actual cost merchants pay for products.
     - (a) Price Transparency
     - (b) Cost Transparency
     - (c) Price Discrimination
     - (d) None of these

2. (A) Answer the following :
   (1) What is e-commerce security ? List and explain dimensions of e-commerce security.   7
   (2) Write a short note malicious code with its types.   7

   OR

   (1) What is encryption? Explain any one encryption method in detail.   7
   (2) Explain unwanted programs and hacking.   7

   (B) Attempt any **four** :   4
   (1) _____ is a type of unwanted program.
(a)	Adware	(b)	Phishing
(c)	Trojan Horse	(d)	All of above

   (2) _____ Type of hackers are considered as a good hacker.
(a)	Black Hat	(b)	White Hat
(c)	Grey Hat	(d)	Blue Hat

   (3) Spoofing is also called _____ .
(a)	Phishing	(b)	Spamming
(c)	Pharming	(d)	None of these

   (4) _____ is an online attempt for disrupting, defacing and destroying sites.
(a)	Malicious code	(b)	Cybervandalism
(c)	Avaibility	(d)	Non-repudiation

   (5) _____ encryption uses the same key to encrypt and decrypt data.
(a)	Symmetric Key	(b)	Public Key
(c)	Digital Envelope	(d)	Hash digest

   (6) _____ is the process of transforming plain text into cipher text.
(a)	Digital signature	(b)	Encryption
(c)	Decryption	(d)	None of these

3. (A) Answer the following :
   (1) List various e-commerce payment systems. Explain any two in detail.   7
   (2) Explain types of auctions.   7

   OR

   (1) What is online social network? Explain features of it in detail.   7
   (2) Explain benefits and cost associated with online auctions.   7

(B) Attempt any **three** :   3

    (1)   A _____ is a period of time between purchase and actual payment of product.

        (a)   Floor Price   (b)   Float

        (c)   Utilisation price   (d)   None of these

    (2)   _____ adjusts prices based on location of customers.

        (a)   Fixed Price   (b)   Utilisation price

        (c)   Trigger Price   (d)   All of above

    (3)   In ____ pricing rule, there are multiple winners who pay the same price for product.

        (a)   Discriminatory   (b)   Uniform

        (c)   Public   (d)   None of above

    (4)   Multiple sellers competing against one another in _____ auction.

        (a)   Public   (b)   Offline

        (c)   Reverse   (d)   All of above

    (5)   _____ allows the consumers to enter a maximum price and the auction software automatically bids for the product up to maximum price in small increments.

        (a)   Price matching   (b)   Watch list

        (c)   Bid rigging   (d)   Proxy bidding

4.   (A)   Answer the following :

    (1)   Explain candidate ethical principles.   7

    (2)   List types of Intellectual property rights. Explain any one in detail.   7

OR

    (1)   Explain the model for organizing ethical, social, political issues.   7

    (2)   Explain analysing ethical dilemmas.   7

(B) Attempt any **three** :   3

    (1)   Putting yourself into the place of others and thinking of yourself as the object of decision can help in decision making process is called _____.

        (a)   Golden rule   (b)   Universalism

        (c)   Slippery Slope   (d)   None of these

    (2)   Trademark is granted for the period of _____ years.

        (a)   10   (b)   20

        (c)   30   (d)   70

(3)   Patent is granted on _____ .

    (a)   Machines   (b)   Man-made products

    (c)   Composition of matter   (d)   All of above

(4)   DMCA stands for _____ .

    (a)   Digital Millennium Copyright Act

    (b)   Discrete Machine Copyright Act

    (c)   Data Migration Copyright Act

    (d)   Doctrine Millennium Copyright Act

(5)   _____ refers to building hypertext links form one site to another site.

    (a)   Keywording

    (b)   Linking

    (c)   Deep Linking

    (d)   Framing

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