24804144

I.M.C.A DEGREE EXAMINATION, JULY 2024

Fourth Semester

Faculty of Technology and Applied Sciences

Integrated MCA

Core - IMCA4C04 - E-COMMERCE

2020 Admission Onwards

92DB36C9

Time: 3 Hours
Maximum: 75 Marks

Part A

*Answer any **ten** questions*

*Each question carries **3** marks*

1. Describe Business-to-Consumer model in Ecommerce.

2. Describe Business-to-Administration model in Ecommerce.

3. Discuss the disadvantages of Extranet.

4. Describe Virtual marketplace with suitable example.

5. With the help of an application, explain the digital content subscription model.

6. Briefly explain how brokers play a frequent role in business-to-consumer model.

7. What is FTP.

8. Briefly explain the characteristics of Intelligent Agent.

9. Explain why web site uses cookies. What problem do cookies solve for websites?

10. What is Cryptography?

11. Define Firewall.

12. List the advantages of online advertising in E-Commerce.

(10×3=30 marks)

13. a) Discuss Ecommerce infrastructure.

    OR

    b) Discuss how E-Commerce is helpful to business success.

14. a) Describe comunity business model in detail.

    OR

    b) Describe subsription business model in detail.

15. a) Explain the working principles of Search engine.

    OR

    b) Explain the Applications of Intelligent agents.

16. a) What is computer security? Explain the classification of computer security.

    OR

    b) Discuss about different types of encryption method used in Cryptography.

17. a) Explain the role of Security in E-Commerce transactions.

    OR

    b) Discuss the various strategies of marketing in E-Commerce.

(5×9=45 marks)