

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
THIRD SEMESTER MCA DEGREE EXAMINATION, DECEMBER 2017

Course Code:RLMCA303

Course Name: E-Commerce

Max. Marks: 60

Duration: 3 Hours

PART A

Answer all questions, each carries 3 marks.

- | | | Marks |
|---|--------------------------------------------------------------|-------|
| 1 | Differentiate E-commerce and E-Business. | (3) |
| 2 | Write a short note on Phishing. | (3) |
| 3 | What are the different ways to categorize e-business models? | (3) |
| 4 | Explain about value chain model with a suitable example. | (3) |
| 5 | What is Secure Electronic Transaction Protocol? | (3) |
| 6 | What is digital wallet? | (3) |
| 7 | Differentiate B2B and B2C payment system. | (3) |
| 8 | Write a short note on E-mail marketing. | (3) |

PART B

Answer six questions, one full question from each module and carries 6 marks.

Module I

- 9 Explain on the types of E-commerce with suitable example. (6)

OR

- 10 Explain on the unique features of E-Commerce. (6)

Module II

- 11 With a suitable diagram explain on different models for B2B commerce. (6)

OR

- 12 Explain on English Auction and Dutch auction. (6)

Module III

- 13 Explain public key Encryption using digital signature and hash digests using a neat diagram. (6)

OR

- 14 Explain Digital certificate and public key Infrastructure with a suitable diagram. (6)

Module IV

- 15 With a neat sketch, explain how an online credit card transaction works. (6)

OR

- 16 What are the different types of Payment Systems? (6)

Module V

- 17 Explain digital credit card payment systems. (6)

OR

- 18 Explain digital checking payment systems. (6)

Module VI

- 19 a) What is Display Ad Marketing? (2)

- b) What are the types of display ads? (4)

OR

- 20 Compare Social, Mobile and local marketing and advertising. (6)
