Reg No.:_____                              Name:_____

# APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
## FIFTH SEMESTER M.C.A. DEGREE EXAMINATION, DECEMBER 2018
### Course Code: RLMCA303
### Course Name: E-COMMERCE

Max. Marks: 60                                                    Duration: 3 Hours

## PART A
### *Answer ALL questions, each carries 3 marks.*                          Marks

| | | |
|---|---|---|
| 1 | How are e-commerce technologies similar to or different from other technologies that have changed commerce in the past? | (3) |
| 2 | Write short notes on Aggregator model and Affiliate model with examples for each. | (3) |
| 3 | Briefly explain C2C and C2B business models with examples for each. | (3) |
| 4 | List down and explain the dimensions of Ecommerce security achieved by encryption. | (3) |
| 5 | Describe the major steps involved in an online credit card transaction. | (3) |
| 6 | Name and explain the promised functionality of digital wallets. | (3) |
| 7 | How do the interests of the four major payment systems stakeholders impact each other? | (3) |
| 8 | Explain web analytics and how are they used? | (3) |

## PART B
### *Answer SIX questions. One full question from each module and carries 6 marks.*

### Module I

| | | |
|---|---|---|
| 9 | Describe the key technologies required for the working of web. | (6) |

**OR**

| | | |
|---|---|---|
| 10 | Discuss the major types of Ecommerce. | (6) |

### Module II

| | | |
|---|---|---|
| 11 | List down and explain three price discovery mechanisms that form the basis of Brokerage Model. | (6) |

**OR**

| | | |
|---|---|---|
| 12 | Explain B2C business model in detail with examples. | (6) |

### Module III

| | | |
|---|---|---|
| 13 | Write short notes on firewalls, proxy servers and intrusion detection systems with diagrams. | (6) |

**OR**

| | | |
|---|---|---|
| 14 | How will you use public key cryptography to achieve authenticity and non repudiation? | (6) |

**Module IV**

15    Write short notes on the following:    (6)
      1. Digital Cash
      2. Stored value systems.
      3. Checking transfer.

**OR**

16    How does an online credit card transaction works? Discuss briefly the    (6)
      limitations of online credit card systems.

**Module V**

17    Explain the working of the following:    (6)
      1. Digital Checking System.
      2. First generation of Digital Cash Systems.

**OR**

18    Explain B2C digital payment systems in detail.    (6)

**Module VI**

19    Identify and describe the basic digital commerce marketing and advertising    (6)
      strategies and tools.

**OR**

20    1. List the differences among databases, data warehouses, and data mining.    (6)
      2. List out and briefly explain some of the changes that Google has made to its
         search engine algorithms to improve search results and user experience

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