

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
FIFTH SEMESTER REGULAR AND THIRD SEMESTER SECOND YEAR DIRECT MCA
DEGREE EXAMINATION(S) MAY 2019
Course Code: RLMCA303
Course Name: E-COMMERCE

Max. Marks: 60

Duration: 3 Hours

PART A

Answer all questions, each carries 3 marks.

| | Marks |
|---|-------|
| 1 Compare E-Commerce and E-Business. | (3) |
| 2 Explain the aggregator model. | (3) |
| 3 Write short notes on B2C, C2B, B2G with an example. | (3) |
| 4 What do you mean by white hats, black hats and gray hats on the basis of hacking? | (3) |
| 5 Explain about credit card E-Commerce Enablers. | (3) |
| 6 What are the limitations of online credit card payment? | (3) |
| 7 Compare B2B and B2C payment systems | (3) |
| 8 Discuss briefly about E-mail marketing | (3) |

PART B

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

Module I

| | |
|---------------------------------------|-----|
| 9 Explain e-commerce infrastructure . | (6) |
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OR

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| 10 Explain different models based on relationship between transaction parties. | (6) |
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Module II

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| 11 Explain different price discovery mechanisms. | (6) |
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OR

| | |
|-----------------------------------|-----|
| 12 a) Explain subscription model. | (6) |
| b) Explain Brokerage model. | |

Module III

- 13 With the help of a diagram explain Digital Certificate and Public Key Infrastructure . (6)

OR

- 14 Describe several methods used to protect a communication network from an external threat. (6)

Module IV

- 15 Explain different E-Commerce payment systems. (6)

OR

- 16 Discuss the SET Protocol (6)

Module V

- 17 Explain the online stored value systems (6)

OR

- 18 Describe digital checking Payment system concepts. (6)

Module VI

- 19 Describe briefly about online advertising tools (6)

OR

- 20 Explain about internet marketing technologies (6)
