

**BACHELOR OF COMPUTER APPLICATION
FIFTH SEMESTER (SPECIAL REPEAT)
E-COMMERCE & DIGITAL MARKETING**

BCA-503.1

[USE OMR SHEET FOR OBJECTIVE PART]

**SET
A**

Duration: 3 hrs.

Full Marks: 70

(Objective)

Time: 30 mins.

Marks: 20

Choose the correct answer from the following:

1 × 20 = 20

1.is a type of commerce that is enabled by technology.
 - a. EBuy
 - b. E-commerce
 - c. Internet
 - d. Path-to-profitability
2. Who breaks into other peoples computer systems and steal and destroy information?
 - a. Hackers
 - b. Software
 - c. Hacktivist
 - d. Script Kiddies
3. ERP stands for:
 - a. Enterprise Resolution Planning
 - b. Enterprise Reserve planning
 - c. Enterprise Resource Planning
 - d. None of these
4. What does acronym for NIC, a government body for e-governance, expands to?
 - a. National Informatics Center
 - b. Nodal Industrial Center
 - c. National Industrial Center
 - d. Novel Industrial Center
5. When hackers flood a web site with useless traffic to overwhelm the network, it is called.....
 - a. Phishing
 - b. Pharming
 - c. A denial of service attack
 - d. Spoofing
6. Digital marketing is often referred to as:
 - a. Online marketing
 - b. Web marketing
 - c. Internet marketing
 - d. All of these
7. All of the following are examples of real security and privacy threats except:
 - a. Hackers
 - b. Virus
 - c. Spam
 - d. Worm
8.is the set of practices that enables organizations to communicate and engage interactively with their audiences through any mobile device or network.
 - a. Mobile marketing
 - b. Social web marketing
 - c. Internet marketing
 - d. Social media marketing
9. What is the updated version of the IT act, 2000?
 - a. IT Act, 2007
 - b. Advanced IT Act, 2007
 - c. IT Act 2008
 - d. None of these

10. Which form of marketing is particularly suited for generating awareness about a brand or promotion?
- a. Viral marketing
 - b. Affiliate marketing
 - c. E-mail marketing
 - d. None of these
11. Which type of e-commerce focuses on consumers dealing with each other?
- a. B2B
 - b. B2C
 - c. C2B
 - d. C2C
12. Which is not a function of e-commerce?
- a. Marketing
 - b. Advertising
 - c. Warehousing
 - d. None of these
13. Which type of e-commerce deals with auction?
- a. B2B
 - b. B2C
 - c. C2C
 - d. All of the above
14. Which device is needed at end user premises to connect to internet?
- a. Printer
 - b. Scanner
 - c. Modem
 - d. Touch screen
15. Which of the following is a useful security mechanism when considering a business strategy and IT?
- a. Encryption
 - b. Decryption
 - c. Firewall
 - d. All of these
16. A proxy firewall filters at.....
- a. Physical layer
 - b. Data link layer
 - c. Network layer
 - d. Application layer
17. Network layer firewall works as a.....
- a. Frame filter
 - b. Packet filter
 - c. Content filter
 - d. Virus filter
18. Which of the following is not related to security mechanism?
- a. Encryption
 - b. Decryption
 - c. E-cash
 - d. All of these
19. Which factor determines who has the right to access different types of IT systems and information?
- a. Availability
 - b. Accessibility
 - c. Scalability
 - d. Reliability
20. Viruses are.....
- a. Man made
 - b. Naturally occur
 - c. Machine made
 - d. All of these

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(Descriptive)

Time : 2 hr. 30 mins.

Marks : 50

[Answer question no.1 & any four (4) from the rest]

1. a) Differentiate between E-commerce and E-business. 5+5=10
b) Explain impact of e-commerce on travel industries.
2. Why do you need electronic payment system? Explain different types of electronic payment systems. Which payment system is suitable for you? 2+8=10
3. What is e-commerce? What are the advantages and disadvantages of e-commerce? 2+8=10
4. a) What are the different security mechanisms are used for primary security services? 4+6=10
b) Define cryptography. Differentiate between symmetric encryption and asymmetric encryption.
5. What is digital marketing? Explain different key performance indicators of digital marketing. 2+8=10
6. a) Why do you need a firewall? State the limitations of firewalls. 4+6=10
b) What is a bastion host in a firewall system? What are the characteristics that a bastion host must have?
7. a) What do you mean by E-governance? 3+7=10
b) Explain different types of E-governance.
8. What are the different types of crime over the internet around the globe? Explain any four of them. 2+8=10

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