

**BACHELOR OF COMPUTER APPLICATION
FIFTH SEMESTER
E-COMMERCE & DIGITAL MARKETING
BCA-503.1**



[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

(Objective)

Time: 30 mins.

Marks: 20

Choose the correct answer from the following:

1 × 20 = 20

1. Which of the following is not e-commerce activity?
 - a. Doing business electronically
 - b. Selling a product in a brick & mortar shop
 - c. Paying money online
 - d. All of these
2. Which is not a function of e-commerce?
 - a. Marketing
 - b. Advertising
 - c. Warehousing
 - d. None of these
3. Which type of E-commerce covers the highest percentage of the total e-commerce activity?
 - a. B2B
 - b. B2C
 - c. C2C
 - d. All of the above
4. A computer communication technology that provide a way to interconnect multiple computers across a short distance is:
 - a. LAN
 - b. MAN
 - c. WAN
 - d. Wireless network
5. A stateful firewall maintains awhich is a list of active connections.
 - a. Routing table
 - b. Bridging table
 - c. State table
 - d. Connection table
6. A proxy firewall filters at.....
 - a. Physical layer
 - b. Data link layer
 - c. Network layer
 - d. Application layer
7. Network layer firewall works as a.....
 - a. Frame filter
 - b. Packet filter
 - c. Content filter
 - d. Virus filter
8. Which of the following is not related to security mechanism?
 - a. Encryption
 - b. Decryption
 - c. e-cash
 - d. All of these
9. Which of the following is an advantage of e-governance?
 - a. Speed
 - b. Saving money
 - c. Transparency
 - d. All of these
10. Which will not harm the computer resources?
 - a. Firewall
 - b. Trojan horse
 - c. Virus
 - d. None of these

11.is a type of commerce that is enabled by technology.
 - a. EBuy
 - b. E-commerce
 - c. Internet
 - d. Path-to-profitability
12. Who breaks into other peoples computer systems and steal and destroy information?
 - a. Hackers
 - b. Software
 - c. Hactivist
 - d. Script Kiddies
13. ERP stands for:
 - a. Enterprise Resolution Planning
 - b. Enterprise Reserve planning
 - c. Enterprise Resource Planning
 - d. None of these
14. A combination of software and information designed to provide security and information for payment is called what:
 - a. Digital Wallet
 - b. Pop up ad
 - c. Shopping cart
 - d. Encryption
15. 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
16. Which of the following is used in B2B to pay for purchases?
 - a. E-commerce
 - b. Financial electronic data interchange
 - c. Electronic data exchange
 - d. Electronic checks
17. The solution for all business needs is:
 - a. EDI
 - b. ERP
 - c. SCM
 - d. All of these
18.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
19. 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
20. What is a type of virus that spreads itself, not just from file to file, but from computer to computer via e-mail and other Internet traffic?
 - a. Computer virus
 - b. Worm
 - c. DDOS attack
 - 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]

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| 1. What is e-commerce? What are the major types of e-commerce?
Discuss impact of E-commerce on travel industry. | 2+2+6=10 |
| 2. What do you mean by electronic payment system? Explain different types of electronic payment systems. | 2+8=10 |
| 3. Discuss what are the different forces fueling E-commerce.
Differentiate between E-commerce and E-business. | 5+5=10 |
| 4. Write notes on the following: (<i>any two</i>)
a) Information warfare
b) DDoS attacks
c) Digital signature | 5+5=10 |
| 5. What is cyber crime? Explain different types of cyber crime. | 2+8=10 |
| 6. a) What is the purpose of a firewall? State the different benefits of firewall.
b) Discuss various security issues related to web site. | 4+6=10 |
| 7. Discuss the various advantages of e-Governance. What are the different models of e-Governance? Explain any two models with their applications. | 2+2+6=10 |
| 8. What is digital marketing? Explain different channels of digital marketing. | 2+8=10 |

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