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**B.C.A. Semester - VI
EXAMINATION APRIL 2023
E-Commerce Applications**

[Time:2 Hours]

[Max. Marks:60]

- Instructions:** i) *All questions are compulsory.*
ii) *Figures to the right indicate full marks.*

Q1 Answer the following:

(5×1=5)

A. Match the following:

- | | |
|-------------------------|--|
| 1. Phishing | A. Self – fulfilment or in-house fulfilment |
| 2. Spam | B. Process of removal of business layers responsible for intermediary functions |
| 3. Spoofing | C. Junk mail |
| 4. Disintermediation | D. Pretends to be a trusted individual |
| 5. Merchant Fulfillment | E. Fooling recipient thinking email coming from someone other than apparent sender |

(5×1=5)

B. State whether following statements are true or false

- The C2C model of e-commerce is a model in which a consumer sells products and/or services directly to another consumer.
- B2G increases the cost of transactions with reference to licenses
- B2G is also referred to as public sector marketing
- E-commerce uses a public key that is not secure
- Indirect cost means, cost incurred by the organization such as utilities and quality control.

Q2 **A.** List any four applications of E-commerce.

(2 marks)

B. What is content marketing? why it is important?

(3 marks)

C. Explain the operational, credit and legal risk of e-payments.

(5 marks)

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- Q3** A. Explain Web counters. (2 marks)
 B. Write a short note on order receipt and accounting. (3 marks)
 C. Explain product and service digitization. (5 marks)
- Q4** A. Explain any two Website design principles. (2 marks)
 B. List and discuss different types of catalogs. (3 marks)
 C. Explain steps involved in search engine marketing. (5 marks)
- Q5** A. Write short note on Web analytics. (2 marks)
 B. Write short note on EDI and paperless trading. (3 marks)
 C. Define Encryption. Discuss SSL, SET, S-HTTP security protocols. (5 marks)
- Q6** A. Explain concept of Public key Infrastructure. (2 marks)
 B. Write short note on firewalls. (3 marks)
 C. State advantages and disadvantages of value-added network. (5 marks)