

Reg. No. :

Code No. : 30514 E Sub. Code : SMCA 42/
AMCA 42

A. (CBCS) DEGREE EXAMINATION, APRIL 2022

Fourth Semester

Computer Application — Core

E-COMMERCE

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

_____ enables closed loop learning process by allowing the company to measure the quality of the processes constantly.

- (a) SCM (b) CPM
(c) TMM (d) CRM

_____ refers to server based application that can be referenced and executed via a URL.

- a) Web deployable
b) Web addressable
c) JAVA remote method
d) HR applications

Which is the only portable interface used in the early days of relational databases?

- a) ODBC (b) OLE DB
c) Embedded SQL (d) JDBC

The _____ is used as an extension of Ethernet to wireless communication.

- a) 802.11 (b) 802.11a
c) 802.11b (d) 802.11g

_____ specialize in mobile phones with PDA capabilities using the palm OS.

- a) Kyocera (b) Compaq
c) Palm (d) Symbol

2. Broadband access can be provided through an enhanced telephone service called
(a) Least Line (b) ISD
(c) TELNET (d) DSL
3. _____ is the integration of business process from end user through to original supplier.
(a) SCM (b) CRM
(c) CPM (d) MRO
4. _____ allows E business to provide customers with World's highest level of trust.
(a) Confidentiality (b) Data integrity
(c) SSL certificate (d) Authentication
5. The jsp page mixes standard _____ with specialized jsp elements.
(a) HTML (b) .net
(c) JAVA (d) Servlet
6. _____ offers inter operability testing program that covers device testing and content verification.
(a) WECA (b) IEEE
(c) WAP (d) W3C

Page 2 Code No. : 30514 E

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Explain the benefits of SIP.
Or
(b) What is online trust? Explain.
12. (a) Explain how to build a user friendly site in commerce business.
Or
(b) How to avoid the challenges involved in ecommerce trust?
13. (a) Write a short note on wireless WANs.
Or
(b) Explain the different concerns for the mobile enterprise.
14. (a) Write the various challenges for E-business.
Or
(b) Write a short note on :
(i) XML
(ii) CORBA.

15. (a) Write a short note on web application development software.

Or

- (b) Write the ten worst security mistakes for IT professional.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Write down the principles of an enterprises to adopt effective E-commerce technology.

Or

- (b) With the help of a neat diagram explain punch-out flow using WCBE and commerce integration.

17. (a) Explain the elements of E-business model.

Or

- (b) How to enable your website to process online payments in seconds?

18. (a) Explain how shopping car technology can be used in E-commerce departmental store.

Or

- (b) Write the necessary steps to be followed for building the prototype stage.

Page 5 Code No. : 30514 E

19. (a) Write down the steps needed for building an effective E-business strategy.

Or

- (b) Explain about online merchandising strategies.

20. (a) Explain the ground rules for E-business privacy.

Or

- (b) Explain various types of attacks recognized in the cyber crime.

Page 6 Code No. : 30514 E