Reg. No. : ....

Name : ....

Second Semester B.B.A. Degree Examination, July 2014
(Career Related FDP Under CBCSS)
Group 2 (b)
Foundation Course
BM 1221 : E-COMMERCE
(2013 Admn.)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in **one** word to a maximum of **two** sentences. **Each** question carries **1** mark.

1. What is a smart card ?

2. What is WWW ?

3. What is a payment gateway ?

4. What is File Transfer Protocol ?

5. What is Internet advertising ?

6. Give two examples of online advertising.

7. What is the meaning of Electronic Fund Transfer ?

8. What is B2C ?

9. What do you understand by cyber law ?

10. What do you mean by accounting software ?

(10×1=10 Marks)

P.T.O.

SECTION – B

Answer **any 8** questions in a short paragraph. **Each** question carries 2 marks.

11. Give a brief account of Intranet.

12. Write a short note on Portal.

13. Briefly explain HTML.

14. What do you mean by an Internet Firewall ?

15. Write short note on Telnet.

16. State the difference between e-commerce and e-business.

17. Name two properties of e-cash.

18. Write a short note on HTTP.

19. What do you mean by grouping of account ?

20. What is the use of Formula bar is MS Excel ?

21. Name different parts of Tally screen.

22. Give a brief explanation of web search engine.   **(8×2=16 Marks)**

SECTION – C

Answer **any 6** short essays **not** exceeding 120 words. **Each** question carries 4 marks.

23. Explain briefly the facilities available on the internet.

24. Give a brief account of internet advertising.

25. Discuss the different classification of e-commerce.

26. Briefly explain the advantages of e-commerce.

27. Distinguish between B2B and B2C.

28. Explain the main features of e-commerce technology.

29. What is Intellectual Property ? What are the different types of Intellectual Property ?

30. Explain the processes involved in B2C.

31. How would you delete a Ledger in whose accounts transactions have taken place ?   **(6×4=24 Marks)**

SECTION – D

Answer **any two** questions. **Each** question carries **15** marks.

32. Discuss the advantages and limitations of e-mail.

33. "Despite cost and efficiency gains, many hurdles need to be overcome for the spread of e-payment systems". Describe such factors.

34. a) Enumerate the features of E-banking.

    b) Explain important features of Tally.

35. Explain each of the following functions in MS Excel.

    a) Average ()

    b) Count ()

    c) IF ()

    d) Today ()

    e) Round ()

    f) Max ()

    g) Count ()

    h) Sum ()   **(2×15=30 Marks)**

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