



Reg. No. :

Name :

**Second Semester B.B.A. Degree Examination, July 2014
(Career Related First Degree Programme under CBCSS)
Group 2(b) : Foundation Course
BM 1221 – E – COMMERCE
(2011 Admission)**

Time : 3 Hours

Max. Weights : 30

SECTION – A

This section consists of **four** bunches of **four** questions **each**. **Each** bunch carries a weight of **1**. Answer **all** questions. **(4×1=4 Wts.)**

I. Choose the most appropriate answer from the following.

- 1) _____ means companies doing business with each other such as manufacturers selling to distributors and wholesalers selling to retailers.
a) C2B b) B2B c) B2C d) C2C
- 2) Which one of the following is an electronic representation of cash ?
a) Digital cash b) Money order
c) Financial cybermediaries d) None of the above
- 3) _____ is a system of organising, linking and providing access to related internet files, resources and services.
a) Extranet b) Intranet c) Usenet d) WWW
- 4) To print a voucher from Tally we need to press
a) Ctrl + P b) Shift + P c) Alt + P d) Ctrl + Alt + P

II. Fill up the blanks.

- 5) E-commerce can be broken into four main categories namely B2B, B2C, C2B, and _____
- 6) _____ keys are the text that are capitalised and are red in colour on all the Tally menu screens.



- 7) _____ refers to the identification of humans by their characteristics or traits.
- 8) EBay's auction service is a best example of _____ type of e-commerce.

III. Write the most appropriate **one** word answer for the following.

- 9) A category of e-commerce which is concerned with the need for business to sell goods or services to governments or government agencies.
- 10) A software application that acts as a filter between a company's private network and the internet itself.
- 11) The process of transferring plain text or data into cipher text that cannot be read by anyone than the sender and the receiver.
- 12) An electronic means of validating the integrity and authenticity of a given piece of data.

IV. Match the following.

- | A | B |
|---|--------------|
| 13) A protocol that enables one computer to connect another computer | (a) Virus |
| 14) A virus that replicates itself on other machines | (b) Telnet |
| 15) A program that interrupts the usual operation of personal computer system | (c) Spamming |
| 16) Sending unwanted e-mails in bulk | (d) Worm |
| | (e) Firewall |

SECTION – B

Write short answers to **eight** questions in **one** or **two** sentences each. Each question carries a weight of 1. (8×1=8 Wts.)

- 17) What is World Wide Web ?
- 18) What is hypertext ?
- 19) What do you mean by HTTP ?
- 20) What is an electronic purse ?
- 21) What do you mean by Digital Certificate ?



- 22) What is the meaning of Electronic Fund Transfer ?
- 23) Distinguish between Shut Company option and Delete Company option.
- 24) What is AutoFilter in MS Excel ?
- 25) What is web spoofing ?
- 26) What is a trademark ?
- 27) What do you mean by Privacy Invasion ?
- 28) Write a short note on medical transcription.

SECTION – C

Answer **any five** questions is **not** exceeding **one** paragraph **each**. Each question carries a weight of **2**. **(5×2=10 Wts.)**

- 29) Explain the main features of e-commerce technology.
- 30) How consumers are benefitted by e-commerce ?
- 31) Explain web search engine.
- 32) Enumerate the reasons for the growing importance of e-advertisements.
- 33) Define a function in MS Excel. What are its parts ?
- 34) Distinguish between an Invoice and a Voucher.
- 35) What is a Contra Voucher ? Give two examples of transactions applying Contra Voucher.
- 36) Discuss the ethical issues in e-commerce.

SECTION – D

Answer **any two** questions in **not** exceeding **four** pages **each**. Each question carries a weight of **4**. **(2×4=8 Wts.)**

- 37) Discuss the negative impacts of e-commerce on consumers and retailers.
 - 38) What is a spreadsheet ? List out the important applications of MS Excel.
 - 39) What do you mean by voucher ? Briefly explain the different kinds of vouchers available in Tally.
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