

MASTER OF COMPUTER APPLICATION
FOURTH SEMESTER
E-COMMERCE & DIGITAL MARKETING
MCA - 402.5

(Use Separate Answer Scripts for Objective & Descriptive)

Duration : 3 hrs.

Full Marks : 70

[PART-A: Objective]

Time : 20 min.

Marks : 20

Choose the correct answer from the following:

1X20=20

- E-commerce involves buying and selling
 - International goods
 - Electronic goods
 - Products related to computers
 - Products and services over the internet.
- Which protocol permits users to transfer files from the server to their client computer, and vice versa
 - HTTP
 - SMTP
 - IMAP
 - FTP
- Which type of e-commerce deals with auction?
 - B2B
 - B2C
 - C2C
 - All of the above
- Which one of the following refers to the technique used for verifying the integrity of the message?
 - Digital signature
 - Decryption algorithm
 - Protocol
 - Message digest
- Which one of the following is a type of antivirus program?
 - Quick heal
 - McAfee
 - Kaspersky
 - All of these
- Who protects system from external threats?
 - Firewall
 - EDI
 - ERP
 - Script kiddies
- Network layer firewall works as a _____
 - Frame filter
 - Packet filter
 - Content filter
 - Virus filter
- Which of the following is not related to security mechanism?
 - Encryption
 - Decryption
 - e-cash
 - All of these
- Which factor determines who has the right to access different types of IT systems and information?
 - Availability
 - Accessibility
 - Scalability
 - Reliability

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. Which of the following is a useful security mechanism when considering business strategy and IT?
 a. Encryption
 b. Decryption
 c. Firewall
 d. All of these
13. ERP stands for
 a. Enterprise Resolution Planning
 b. Enterprise Reserve planning
 c. Enterprise Resource Planning
 d. None of these
14. The use of Information Technology(IT) to improve the ability of government to address the needs of society is known as
 a. E-Business
 b. E-Administration
 c. E-Governance
 d. E-Marketing
15. Which of the following is not a type of cyber crime?
 a. Data theft
 b. Forgery
 c. Damage data and Systems
 d. Installing antivirus for protection
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. An electronic check is one form of what?
 a. E-commerce
 b. Online banking
 c. e-cash
 d. Check
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. The difference between the people having access to computers and the internet and those without this access is known as the
 a. Internet divide
 b. Web divide
 c. Digital divide
 d. Broadband divide

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(PART-B : Descriptive)

Time : 2 hrs. 40 min.

Marks : 50

[Answer question no.1 & any four (4) from the rest]

1. What is e-commerce? Discuss the different models of E-Commerce. 2+8=10
2. What are the different types of electronic payment system? Explain any three of them. 2+8=10
3. a. What is a protocol? List the client-server protocols of the internet. 7+3=10
b. What is the difference between HTML and XML?
4. a. Explain different tools used for maintaining security in E-Commerce. 5+5=10
b. Distinguish between Symmetric vs Asymmetric key cryptography.
5. Explain the basic features of Information Technology act 2000. How vendors of E-commerce get benefited from the cyber law? Explain. 5+5=10
6. What is a firewall? Discuss various advantages of firewall 2+8=10
7. What do you mean by E-governance? What are the different types of e-governance? Discuss any two model of e-governance. 2+2+6=10
8. Describe the followings. 10
 - a. DDOS attack
 - b. Fishing
 - c. Spoofing
 - d. Worm

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