

23

Register Number :

49

Name of the Candidate :

2723

B.C.A. DEGREE EXAMINATION, 2009

(THIRD YEAR)

(PART - III)

(PAPER - XIX)

750. E - COMMERCE

(Elective - IV)

(New Regulations)

(Including Lateral Entry)

May]

[Time : 3 Hours

Maximum : 100 Marks

SECTION - A (8 × 5 = 40)

Answer any EIGHT questions..

All questions carry equal marks .

What is on-line communication ?

Turn over

2. Explain the EDI applications.
3. State the secure payment standards.
4. What do you mean by e-cash?
5. List out the disadvantages of MIME.
6. What is meant by MOMS? Explain.
7. Define the term hypermedia.
8. Write about the home page.
9. What are the advantages of WWW?
10. Explain the types of on-line pull based advertising.

SECTION - B (3 × 20 = 60)

Answer any THREE questions.

All questions carry equal marks.

11. Bring out the elements of e-commerce application. Explain.
12. Write about e-cash and its properties.
13. State the role of MIME.

(24)

14. Explain how HTML can be used to create the forms.
15. Explain the types of advertising on the internet.