

(7)

CD

168

Register Number :

Name of the Candidate :

1 7 0 0

**B.C.A. DEGREE EXAMINATION, 2010**

( 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.*

1. What is transmission control protocol ?
2. What is uniform resource locator ?

Turn Over

3. What is digital envelope?
4. What is secret key encryption?
5. State any TWO advantages of MIME.
6. What are message object security services?
7. What functions 'images' serve in an HTML page?
8. What is controlling navigation with frames?
9. What is banner advertising on internet?
10. What is pull strategy in internet advertising?

SECTION - B (3 × 2)

*Answer any THREE questions.  
All questions carry equal marks.*

11. What are the direct and indirect advantages of electronic data interchange? Describe.
12. Explain the security requirements for electronic payments.
13. Describe the advantages and disadvantages of Multipurpose Internet Mail Extensions.

- (8)
14. Give an overview of the basic HTML tags.
  15. What are the reasons for advertising on the internet? Explain.