Model Questions

Fifth Semester B.Sc CS/B.C.A. Degree Examination

First Degree Programme under CSS (SDE)

(2017 Admission)

(OPEN COURSE)

CS 1551.3/CP 1551.3 - BUSINESS INFORMATICS

Time: 3 Hours   Max. Marks 80

SECTION- A

(Very short answer type)

(One word to maximum of one sentence. Answer **all** questions.)

1. Define E-Commerce.

2. What do you mean by B2C?

3. Define smart cards.

4. List any two online advertising methods?

5. What you mean by non-repudiation in e-commerce.

6. Define one-to-one marketing.

7. List any two mobile finance applications.

8. What is Web 4.0?

9. Expand OSN.

10. List any two social Medias.

(10 x 1 = 10 Marks)

SECTION - B

(Short answer)

(Not to exceed one paragraph answer any **eight** questions. **Each** Question carries **2 marks**)

11. What are the challenges in e-commerce?

12. Difference between e-business and e-commerce.

13. Compare B2C and B2B.

14. What is digital signature?

15. What are the advantages of electronic cheque?

16. List any four applications of e-commerce

17. What is the use of firewalls?

18. Define behavioral marketing and its advantages.

19. Write any four examples of mobile devices.

20. What is mass marketing?

21. What do you mean by computing software? Write an example?

22. Write any four differences between civil law and common law.

<div align="right">**(8 x 2 = 16 Marks)**</div>

SECTION - C

(Short Essay)

(Not to exceed 120 words answer any **six** questions. **Each** Question carries **4 marks**)

23. What are the difficulties and /or issues of e-commerce? Explain.

24. Compare credit cards and debit cards.

25. What are the security concerns in e-commerce?

26. Explain about the firewalls and its classifications?

27. Explain about the basic steps involved in market segmentation.

28. What are the various kinds of wireless communication? Explain.

29. Write note on mobile transactions.

30. Explain the major difference between web 2.O and web 3.O

31. Define Civil law and its types.

<div align="right">**(6 x 4 = 24 Marks)**</div>

SECTION - D

(Long Essay)

(Answer any **two** questions. **Each** Question carries **15** marks)

32. Describe the term E-Commerce and its classifications in detail.

33. a) What is public key encryption? In what way is it different from private key encryption? Why is it important in E-Commerce?

    b) Explain different types of electronic payment systems.

34. a) Describe various tools used in marketing.

    b) Explain Web advertising.

35. Write notes on:

    a) M-Commerce.

    b) Web 2.0 .

    c) Virtual communities.

    d) Intellectual property law.

<div align="right">**(2 x 15 = 30 Marks)**</div>