**IV SEMESTER BCA DEGREE 2013**

**BCA404: E-COMMERCE Question Bank**

**UNIT-I**

**Questions carrying 2 marks**

1) Define electronic commerce.

2) What is E-commerce? How does it differ from traditional commerce?

3) List the different phases of an e-commerce market element.

4) Define B2B e commerce. Give an example for this.

5) Define B2C e commerce. Give an example for this.

6) Define C2B e commerce. Give an example for this.

7) Define C2C e commerce. Give an example for this.

8) Give any 2 applications of e commerce.

9) Explain the role of e commerce in the field of education and learning.

10) Explain the role of e commerce in the field of advertising and marketing.

11) Explain the role of e commerce in the field of trading.

12) Explain the role of e commerce in the field of banking and finance.

13) Define a business model.

14) List the categories of e commerce business models.

15) Draw the taxonomy of e commerce business models categories.

16) What are native content business models? List the different types of models in this category.

17) What is Information Content Model? Give an example for this model.

18) What is a Freeware Model? Give an example for this model.

19) What is an Information Exchange Model? Give an example for this model.

20) What are native transaction business models? List the different types of models in this category.

21) What is a Digital products merchant Model? Give an example for this model.

22) What is the role of an ISP in an Internet access provision Model?

23) What is the use of web hosting model? Give an example for this model.

24) What is a Metered Service Model? Give an example for this model.

25) What is the role of a Metamediary site? Give an example for this model.

26) What are transplanted content business models? List the different types of models in this category.

27) What is a Subscription Model? Give an example for this model.

28) How does an advertising model work? Which are the different types of advertising methods?

29) What is the use of an Infomediary site? Give an example for this model.

30) What is the role of an Affiliate Model? Give an example for this model.

31) What are transplanted transaction business models? List the different types of models in this category.

32) What is an Electronic Store Model? Give an example for this model.

33) What is the role of a Brokerage Site? Give an example for this model.

34) What is a Manufacturer Model? Give an example for this model.

**Essay type Questions (3 to 10 marks)**

1) Explain the different phases in an e commerce market element.

2) Explain the benefits of ecommerce. (5 marks)

3) Explain the advantages and disadvantages of ecommerce. (6 marks)

4) Discuss the impact of ecommerce on world business. (6 marks)

5) Briefly explain the different categories of ecommerce. (10 marks)

6) Explain the B2B e commerce with all the steps involved in the transaction. (6 marks)

7) Explain the B2C e commerce with an example. (6 marks)

8) Explain the C2B e commerce with an example. (6 marks)

9) Explain the C2C ecommerce with an example. (6 marks)

10) Discuss the applications of ecommerce technologies? (6 marks)

11) What are the challenges faced by the traditional marketing of a product as compared to e-commerce marketing? (4 marks)

12) How does Supply chain management take place using e commerce? (4 marks)

13) Briefly explain the different categories of e commerce business models. (10 marks)

14) Explain the different categories of Native Content Models with an example for each. (8 marks)

15) Differentiate between infomediary and metamediary business models. (5 marks)

15) Explain the different categories of Transplanted Content Models with an example for each (8 marks)

16) What is an affiliate model? Explain any 2 ecommerce businesses that use this model. (5 marks)

17) Explain the different categories of Native Transaction Models with an example for each. (8 marks)

18) Explain the different categories of Transplanted Transaction Models with an example for each. (8 marks)

19) What is the electronic store model? How is it different from the digital products merchant model? (6 marks)

20) What is a brokerage model? Explain its role in a business transaction. (5 marks)

21) What are the major advantages of the manufacturer model? Describe how the model reduces market friction and costs in this model? (6 marks)

22) What is the purpose of an advertising model? Explain the different forms of advertising techniques. (6 marks)

23) What is the role of an ISP in Internet access provision? (4 marks)

24) What are the services provided by web hosting and internet services model? (5 marks)

25) How does a metered service model work? (4 marks)

26) What is a Subscription Model? How does it work?

**UNIT-II**

**Questions carrying 2 marks**

1. Define EDI.
2. Define EFT.
3. What is EDI? Give one advantage of EDI.
4. What is EFT? Give one advantage of EFT.
5. Name the 4 layers of EDI architecture.
6. Define EDIFACT.
7. What is ANSI X12 standard?
8. What is the purpose of the data transport layer in EDI? Give an example.
9. What is the purpose of the interconnection layer in EDI? Give an example.
10. What is VAN? Give any 2 services of VAN.
11. List any 4 VAN providers available in the market.
12. Give any 2 benefits of EDI.
13. Give any 2 applications of EDI.
14. List the different phases in an e commerce framework.
15. What are the functions of the network infrastructure layer in e commerce?
16. What are the differences between TCP and IP protocols?
17. What is the purpose of the information distribution layer of e commerce framework?
18. List the different protocols in the information distribution layer of e commerce.
19. Which are the tools available to publish the multimedia content in e commerce?
20. What is HTML? Why is it used in e commerce?
21. What is XML? Why is it used in e commerce?
22. What are digital certificates?
23. What is encryption? Name any 2 encryption techniques
24. What is the use of business service infrastructure in ecommerce?
25. What is authentication? How do you provide authentication in e commerce?
26. What is FTP? Why is it used?
27. What are the services of an FTP?
28. What are the services provided by an E mail?
29. Name the 2 main components of an e-mail.
30. What is the purpose of MTA in an e-mail?
31. What is a WWW server?
32. Give the general format of a URL.
33. What is HTTP? Why is it used?
34. Name any 2 web servers.

**Essay type Questions (3 to 10 marks)**

1. Explain the different steps in a Conventional Trading Process. (8 marks)
2. Give the different definitions of EDI. (4 marks)
3. Explain the basic building blocks of an EDI system with a neat diagram. (10 marks)
4. Explain the layered architecture of an EDI system with a neat diagram. (10 marks)
5. What is the role of application/conversion layer in an EDI system?
6. Explain the different standard formats of an EDI system. (6 marks)
7. What is the use of data transport layer and interconnection layer in an EDI system?
8. What is a value added network? Explain the various services provided by VAN. (9 marks)
9. Name & explain the different third party VAN providers available in the electronic marketplace. (5 marks)
10. Explain the different benefits of EDI. (6 marks)
11. Discuss the different applications of EDI. (6 marks)
12. Briefly explain the framework of e-commerce with a neat diagram. (10 marks)
13. Explain the different protocols and their services in the network service infrastructure. (6 marks)
14. Explain the services provided by networked multimedia content publishing in e-commerce

(5 marks)

1. What are the essential technologies for ensuring security in an e-commerce environment?

(6 marks)

1. What is the role of online payment systems in e-commerce? (6 marks)
2. What is meant by business service infrastructure? Explain its role in e-commerce. (5 marks)
3. What is the role of certification authority in the e-commerce framework? (5 marks)
4. What are the requirements of creating a trust environment in e-commerce? (6 marks)
5. Explain the working of FTP protocol with a neat diagram. (6 marks)
6. Write a short note on e-mail. (5 marks)
7. Explain the architecture of an e-mail system with a neat diagram. (8 marks)
8. Explain the different components for transferring messages in an e-mail system. (6 marks)
9. Explain the different fields in an e-mail message format (5 marks)
10. Write a short note on WWW server. (5 marks)
11. Explain the different components of a WWW Server (6 marks)
12. Write a short not on HTTP. (4 to 6 marks)
13. With a neat diagram explain the different steps in a typical interaction of an HTTP session

(8 marks)

1. Write a short note on web server implementations. (4 to 6 marks)
2. Explain the evolution of different types of web servers on the internet. (6 marks)

**UNIT-III**

**Questions carrying 2 marks**

1. Give any 2 benefits of a bus topology.
2. Give any 2 drawbacks of bus topology.
3. Give any 2 benefits of a star topology.
4. Give any 2 drawbacks of star topology.
5. Give any 2 benefits of a ring topology.
6. Give any 2 drawbacks of ring topology.
7. What is a mixed topology? Give an example.
8. Name any 2 wireless LAN devices.
9. What is CSMA/CD? Where is it used?
10. What is Ethernet?
11. What is ALOHA?
12. Name any 4 cabling systems used in IEEE 802.3 LAN.
13. What is a SLIP protocol?
14. What is a PPP protocol?
15. What is a TCP protocol?
16. What is an IP protocol?
17. What is the difference between a TCP and IP protocol?
18. What is the use of a UDP protocol?
19. What is an ARP protocol?
20. Name any 4 applications that come under the application layer of the TCP/IP model.
21. What is DNS? Why is it used?
22. Name the 3 components in a DNS.
23. What is IPOP?
24. What is a Probe?
25. What is a Scan?
26. What is the difference between account compromise and root compromise?
27. What is a packet sniffer?
28. What is denial of service?
29. What is a malicious code?
30. Give any 2 techniques to prevent denial of service.
31. What is sniffing?
32. Give any 2 measures to prevent sniffing.
33. What is the use of a firewall?
34. Name the different types of firewalls.

**Essay type Questions (3 to 10 marks)**

1. Explain the different types of topologies in a LAN with neat diagrams (8 marks)
2. Write short notes on the transmission media used in LANs. (8 marks)
3. Explain the working of a coaxial cable with a neat diagram. (6 marks)
4. Explain the working of a shielded twisted pair cable with a neat diagram. (6 marks)
5. Explain the working of an unshielded twisted pair cable with a neat diagram. (6 marks)
6. Explain the working of a fiber optic cable (5 marks)
7. Write a short note on radio based and infrared based wireless transmissions.
8. Explain the different wireless transmission modes used in LANs? (6 marks)
9. Explain the 2 types of media access protocols.
10. Write a note on ethernet LAN or IEEE 802.3 standard (6 to 10 marks)
11. Explain the different types of CSMA/CD protocol. (5 or 6 marks)
12. Write a short note on ALOHA. (5 marks)
13. Explain the different cabling systems used in the IEEE 802.3 LAN. (7 or 8 marks)
14. Write a note on Wide Area Network. (5 marks)
15. Explain the TCP/IP reference model with a neat diagram. (10 marks)
16. Explain the host to network access layer of the TCP/IP reference model. (5 marks)
17. Explain the internet layer of the TCP/IP reference model. (5 marks)
18. Explain the different protocols and their functions used in the transport layer. (6 marks)
19. Explain the different components of a DNS server with an example for each (8 to 10 marks)
20. Describe the domain name system and how it manages the name space. (8 marks)
21. Explain how a name server works in a DNS with an example? (6 marks)
22. Explain the role of a resolver in a DNS. (5 marks)
23. Write a short note on the Internet Industry Structure. (5 marks)
24. Discuss the role and purpose of NAP and PNAP in Internet Industry Structure. (5 marks)
25. Why is the internet vulnerable to hackers? Describe various sources of vulnerabilities. (6 marks)
26. Explain the different types of site security policies. (6 marks)
27. Explain the different types of security problems or threats in e-commerce. (6 to 8 marks)
28. What do you mean by denial of service? What are the measures to prevent it? (6 marks)
29. What are the major threats posed by a sniffing attack? How do you deter from it? (5 marks)
30. What is a firewall and how does it protect a site? Name the different types of firewalls (4/5 marks)
31. What are the things that a firewall cannot do? (4 marks)

**UNIT-IV**

**Questions carrying 2 marks**

1. What is the difference between a passive intrusion and active intrusion?
2. What is a masquerade?
3. What do you mean by repudiation?
4. What is authentication?
5. What is data integrity?
6. What is non-repudiation?
7. What is confidentiality?
8. What is authorization?
9. What is cryptography?
10. What is a cipher-text?
11. What is the difference between shared key and public key encryptions?
12. What is the difference between symmetric and asymmetric encryptions?
13. What is cryptanalysis?
14. What is digital signature? Why is it used?
15. What is PGP?
16. What is PEM?
17. Name the 3 categories of payment.
18. What is a micro payment?
19. What is a consumer payment?
20. What is a business payment?
21. What is e-cash?
22. What is an e-wallet?
23. Define M Commerce.
24. What is WML?
25. What is WAP?
26. What is WPA?
27. Name any 2 authentication protocols in m-commerce.
28. What is WTLS?
29. Name the 3 mobile payment models.
30. What is the difference between acquirer-centric and issuer centric mobile payment models?
31. What is a portal?
32. Give any 2 applications of m-commerce.

**Essay type Questions (3 to 10 marks)**

1. What are the different types of network security issues? (5 marks)
2. What are the different network services to ensure the security of a message? (5 or 6 marks)
3. What is meant by the integrity of a message? Describe a technique to ensure the integrity of an e-mail message. (4 or 5 marks)
4. Explain the conventional or symmetric encryption model with a neat diagram. (5 or 6 marks)
5. Explain the public key or symmetric key cryptosystem with a neat diagram. (5 or 6 marks)
6. Differentiate between conventional and public key cryptosystem. (5 or 6 marks)
7. What is a digital signature? How does it work? (5 marks)
8. Explain the working of secret key signatures with the help of a neat diagram. (5 or 6 marks)
9. Explain the different steps in encrypting and decrypting a message using public key digital signatures. (5 or 6 marks)
10. Explain the working of public key signatures with the help of a neat diagram. (5 or 6 marks)
11. Explain the PGP model used in email security with a neat diagram. (5 or 6 marks)
12. Explain the PEM model of email security with a neat diagram. (5 or 6 marks)
13. Explain the different categories of payment systems. (5 marks)
14. Discuss the basic requirements of an online payment system. (5 or 6 marks)
15. Write a note on micropayments. (3 or 4 marks)
16. Explain any 2 prepaid electronic payment systems. (8 to 10 marks)
17. Explain the working of E-Cash payment system with a neat diagram. (6 or 7 marks)
18. Explain the working of Mondex payment system with a neat diagram. (6 or 7 marks)
19. Explain the working of NetBill payment system with a neat diagram. (6 or 7 marks)
20. Explain the different requirement metrics of a payment system. (6 to 8 marks)
21. Explain the advantages of mobile commerce over traditional e-commerce. (5 or 6 marks)
22. Explain the major impediments faced by the mobile commerce environment. (5 or 6 marks)
23. Explain the architectural framework of m-commerce with a neat diagram. (10 marks)
24. Discuss the wireless network architecture used in m-commerce. (5 or 6 marks)
25. How do you provide security to the data in an m-commerce environment? (5 or 6 marks)
26. Explain the different types of payment models used in m-commerce? (4 to 6 marks)
27. Explain the different factors that are essential for newer payment systems. (5 marks)
28. Explain the fundamental issues that need to be addressed to create a trustworthy or secure business environment in m-commerce. (5 marks)
29. What are the important revenue streams in developing business in m-commerce? (4 or 5 marks)
30. Explain the different applications of m-commerce. (5 or 6 marks)