

B CA-III SEM-V



QP Code: 3908QP

Total No. of Pages: 2

Seat No.

Summer Examination March - 2023

Subject Name: B.C.A. (CBCS)_88299_M-Commerce_27.05.2023_10.30 AM To 01.30 PM

Subject Code: 88299

Day and Date: Saturday, 27-05-2023

Time: 10:30 am to 01:30 pm

Total Marks: 70

Instructions.:

1) Figures to the right indicate full marks

Special Instruction.:

Que.1 and Que. 6 are compulsory and attempt any three Questions from Que. No.2 to Que.

No. 5.

Q.1. A. Multiple Choice Questions (10 questions for 1 mark each) [20]

10

1. _____ refers to buying and selling of goods and services through the use of internet enabled wireless devices.

- a. M-Banking b. WWW c. M-Commerce d. Internet

2. Which segment do flipkart, Amazon.com belong?

- a. B2B b. B2C c. C2B d. C2C

3. _____ is a limitation of M-Commerce.

- a. Reduces time of order b. Conducts business 24 X 7 c. It offers a limited bandwidth d. Customized alerts easily delivered

4. _____ purchase allow customers to shop online anywhere.

- a. TV b. Mobile c. Desktop PC d. Cameras

5. Which of the following is an example of location-based services?

- a. Sending a promotional message to a customer via email
b. Sending a promotional message to a customer via social media
c. Sending a promotional message to a customer based on their location
d. Sending a promotional message to a customer based on their age

6. What is mobile web advertising?

- a) Advertising on a social media platform
b) Advertising on a television program
c) Advertising on a search engine such as Google
d) Advertising on websites that are optimized for mobile devices

7. _____ security aspect ensures that only authenticate users are allowed to use the system.

- a. Confidentiality b. Authorization c. Non-repudiation d. Integrity

8. Viruses are _____

- a. Naturally occur b. Machine made c. Man made d. Auto created.

9. Firewall is a type of _____

- a. Virus b. Security threat c. Worm d. Network security

10. Unauthorized access is a networks _____ issue

- a. Performance b. Reliability c. Security d. Availability

B. Give Reasons or Short answer question (Any two out of three)

10

- a. What is E-commerce? Explain need of e-commerce.
b. Explain principles of mobile commerce.
c. Explain role of mobile advertising in building a brand



- Q.2. Write advantages and limitations of E-Commerce [10]
- Q.3. Write different applications of M-Commerce [10]
- Q.4. Write importance of M-Commerce in automotive industry. [10]
- Q.5. Explain threat control measures in M-Commerce. [10]
- Q.6. Write notes on (Any Four out of Six) [20]
1. E-Commerce vs. M-commerce
 2. Mobile portal
 3. Scope of E-Commerce
 4. Wireless Application Protocol
 5. Firewall
 6. Web security



26