

Seat No. QP Code: 7707QP
Total No. of Pages: 2**Winter Examination Oct/Nov 2023**

Subject Name: B.C.A. (CBCS)_88299_90552 - M-Commerce_26.10.2023_10.30 AM To 01.30 PM

Subject Code: 88299

Day and Date: - Thursday, 26-10-2023
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. _____ devices is internet enables wireless devices.
a. Mobile b. Tablet c. Smartphone d. All of the above
2. In which type of e-commerce one consumer sale product to other consumer?
a. B2C b. B2B c. C2C d. C2B
3. Which of the following is an advantages of M-Commerce?
a. It offers a limited bandwidth b. Timely information can reach the user
c. Have limited computing power d. Limited screen size
4. _____ is a mobile website.
a. A website that can be accessed only on a computer
b. A website that can be accessed only on a mobile device
c. A website that can be accessed on both a computer and a mobile device
d. A social media platform
5. _____ is an example of mobile display 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 through banner ads on mobile devices
6. Which of the following is security threat?
a. Proxy b. Phishing c. SSL d. Firewall
7. Which virus that replicates copies of themselves?
a. Trojan horse b. Spyware c. Warm d. Malicious code
8. Which of the following strating address indicates that site is secured by SSL protocols?
a. http:// b. https// c. sst:// d. http-sst://
9. The program or hardware device that filters the information coming through an internet connection to a network known as____
a. Anti-virus b. Firewall c. Cookies d. Cyber safety
10. Firewall can be implemented in ____
a. Routers b. Bridges c. Modem d. Users Applications

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

10

- a. Define E-commerce. Write brief history of Ecommerce
- b. Write benefits of mobile commerce.
- c. What are different threats in M-commerce?

Q.2. What are different E-Commerce models? Explain any two models in detail. [10]

Q.3. Discuss different benefits and limitations of M-Commerce. [10]

Q.4. Write the role of mobile advertising in building a brand [10]

Q.5. Write security challenges in M-Commerce [10]

Q.6. Write notes on (Any Four out of Six) [20]

1. Role of E-Commerce in Industry
2. E-Commerce vs. M-commerce
3. Requirements of E-Commerce
4. Scope of M-commerce
5. M-commerce
6. Multilevel authentication



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