



SW-122

Total No. of Pages : 03

Seat No.	
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B.C.A. III (VI)

Examination, March 2024.

M-COMMERCE (MCM)

Sub. Code : 88299

Day and Date: Thursday, 28-03-2024

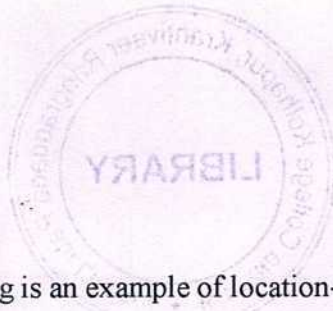
Total Marks: 70

Time: 2.30 p.m. to 5.30 p.m.

- Instructions:**
- 1) Q.1 and Q.6 are compulsory and attempt ANY THREE questions from Q.2 to Q.5.
 - 2) Figures to the right indicate full marks.

Q.1 a) Multiple choice questions. (10 questions for 1 mark each) (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) 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 advantage 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) 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) Which of the following is security threat?
 - (A) Proxy
 - (B) Phishing
 - (C) SSL
 - (D) Firewall

- 7) Which virus replicates copies of themselves?
 - (A) Trojan horse
 - (B) Spyware
 - (C) Worm
 - (D) Malicious code

- 8) Which of the following stating address indicates that site is secured by SSL protocols?
 - (A) http://
 - (B) https://
 - (C) sst://
 - (D) http-sst://

- 9) Unauthorized access is a networks issue.
 - (A) performance
 - (B) reliability
 - (C) security
 - (D) availability

- 10) Firewall can be implemented in
 - (A) routers
 - (B) bridges
 - (C) modem
 - (D) users applications



b) Give reasons or short answers. (Any two out of three) (10)

- 1) What is E-commerce? Explain the need of E-commerce.
- 2) Write benefits of mobile commerce.
- 3) Explain the role of mobile advertising in building a brand.

Q.2 What are the different E-commerce models? Explain any two models in detail. (10)

Q.3 Write different applications of M-Commerce. (10)

Q.4 Write importance of M-Commerce in automotive. (10)

Q.5 Write security challenges 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) Requirements of E-commerce
- 4) Scope of M-commerce
- 5) M-Commerce
- 6) Web security

