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Library  
Brainware University  
398, Ramkrishnapur Road, Barasat  
Kolkata, West Bengal-700125

## BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – BCA-Hons-2023

Course Name – E-Commerce Technologies

Course Code - BCA60117

( Semester VI )

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

### Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Which type of E-Commerce involves transactions between businesses?
  - a) B2C
  - b) C2C
  - c) B2B
  - d) C2B
- (ii) What does B2C stand for in E-Commerce?
  - a) Business to Customer
  - b) Business to Business
  - c) Customer to Business
  - d) Customer to Customer
- (iii) Which of the following is a technical component of E-Commerce?
  - a) Web server
  - b) Shopkeeper
  - c) Customer feedback
  - d) Delivery staff
- (iv) Which of the following is an advantage of E-Commerce?
  - a) Limited reach
  - b) Higher operational cost
  - c) Global market access
  - d) Manual record keeping
- (v) What is the full form of C2C?
  - a) Customer to Customer
  - b) Company to Customer
  - c) Customer to Company
  - d) Company to Company
- (vi) Why is mobile commerce considered an extension of e-commerce?
  - a) It uses wired networks
  - b) It enables transactions using mobile devices and wireless networks
  - c) It replaces traditional commerce completely
  - d) It works only offline
- (vii) How do wireless applications support mobile commerce?
  - a) By storing physical goods
  - b) By enabling anytime, anywhere access to services
  - c) By increasing hardware size
  - d) By reducing network coverage
- (viii) Why are cellular networks important for mobile commerce?

- a) They provide wired connectivity      b) They allow communication over wide geographic areas
- c) They work only indoors      d) They support desktop systems only
- (ix) What is the purpose of dividing a cellular network into cells?
- a) To reduce Internet speed      b) To manage frequency reuse and improve coverage
- c) To eliminate base stations      d) To block wireless signals
- (x) How does wireless spectrum affect mobile commerce services?
- a) It limits user access      b) It determines data transmission capacity and quality
- c) It stores transaction data      d) It controls mobile hardware
- (xi) Which layer of E-Commerce architecture deals with user interaction?
- a) Data layer      b) Presentation layer
- c) Network layer      d) Security layer
- (xii) Amazon is an example of which type of E-Commerce?
- a) B2B      b) C2C
- c) B2C      d) C2B
- (xiii) Which component ensures secure transactions in E-Commerce?
- a) Web browser      b) Firewall and encryption
- c) Database      d) ISP
- (xiv) Online advertising and promotions are part of which E-Commerce function?
- a) Logistics      b) Marketing
- c) Manufacturing      d) Accounting
- (xv) Which is a major advantage of E-Commerce over traditional commerce?
- a) Limited reach      b) Higher cost
- c) Global market access      d) Time consuming

#### Group-B

(Short Answer Type Questions)

3 x 5=15

2. How does phishing affect trust in E-Commerce systems? (3)
3. Apply the E-Commerce transaction process to an online ticket booking system. (3)
4. Explain the importance of HTTP and HTTPS in E-Commerce websites. (3)
5. Mention any four problems of E-Commerce in India. (3)
6. Evaluate the impact of different generations of wireless communication (2G to 5G) on the growth and performance of Mobile Commerce applications. (3)

**OR**

Critically evaluate the security challenges associated with cellular technologies and assess the effectiveness of existing security mechanisms in Mobile Commerce systems. (3)

#### Group-C

(Long Answer Type Questions)

5 x 6=30

7. Analyze the main concerns in Internet Banking and suggest preventive measures. (5)
8. Analyze the major threats in E-Commerce and explain how information system security mechanisms protect clients and service providers. (5)
9. Define product digitization with two examples. (5)
10. Describe the role of buyers and sellers in various E-Commerce models. (5)
11. Describe how E-Marketing helps organizations reach customers in electronic markets. (5)
12. Compare Digital Signature and Certification Authority in online transactions. (5)

**OR**

Classify the types of E-Payment Systems used on the Internet.

(5)