



QP CODE: 25802959



25802959

Reg No :

Name :

I.M.C.A DEGREE EXAMINATION, MAY 2025

Fourth Semester

Integrated MCA

Core - IMCA4C04 - E-COMMERCE

2020 Admission Onwards

687B3683

Time: 3 Hours

Maximum: 75 Marks

Part A

*Answer any **ten** questions*

*Each question carries **3** marks*

1. Describe the advantages of E-commerce.
2. Discuss the advantages of Extranet.
3. Explain the disadvantages of Client-Server model.
4. Does Social media platforms can make great impact on Community business model, Justify your answer.
5. Differentiate broadcast media ads and print media ads.
6. Discuss the advantages and disadvantages of Brokerage business model.
7. Differentiate between web client and web server.
8. Discuss the importance of Cost analysis in E-Commerce.
9. Explain Digital Certificates.
10. What is Smart card?
11. Explain FTP Protocol.
12. Explain E-Commerce Security Objective.

(10×3=30 marks)

Part B

*Answer **all** questions*

*Each question carries **9** marks*

13. a) Give important Ecommerce organization applications.

OR

- b) Elaborate existing E-Business environment in India.





14. a) Describe Info-mediary business model in detail.

OR

b) Explain the main functionalities of an Online Shopping Portal.

15. a) Discuss webserver software and tools in detail.

OR

b) Explain the capabilities of Intelligent agents.

16. a) Briefly explain the different types of electronic payment systems..

OR

b) Explain online debit card and credit card based payment systems.

17. a) Discuss the role of Intelligent Agent in E-Commerce.

OR

b) List different types of pricing models used for search engine marketing.

(5×9=45 marks)

