20UBM624

(FOR THE CANDIDATES ADMITTED
 DURING THE ACADEMIC YEAR 2021 ONLY)

REG.NO. :

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI

END-OF-SEMESTER EXAMINATIONS :MAY- 2023

COURSE NAME: BBA	MAXIMUM MARKS: 70
SEMESTER : VI	TIME : 3 HOURS

PART – III
INTERNET AND E-COMMERCE & INFORMATION SECURITY

SECTION - A   **(10 X 1 = 10 MARKS)**

ANSWER THE FOLLOWING QUESTIONS.

MULTIPLE CHOICE QUESTIONS.   **(K1)**

1. Comcast, AT&T, Time Warner Cable, CenturyLink, Charter, Verizon, Cox, Google Fiber are examples of _____
   a. ISP   b. IP address   c. DNS   d. FTP

2. Simple languages such as HTML, JavaScript, CSS are used in _____
   a. Strategic Web pages   b. Static Web pages
   c. Diplomatic Web Pages   d. Dynamic Web Pages

3. _____ are roles or permissions for some accounts in your operating system that grant the ability to do more than a standard user.
   a. Spoofing   b. Service denial   c. Elevated privileges   d. Information disclosure

4. ____ is a means of concealing secret information within (or even on top of) an otherwise mundane, non-secret document or other media to avoid detection.
   a. Elevated privilege   b. Stenography   c. Stereography   d. Steganography

5. _____ in HTML has all the elements of the list placed in a proper sequence of numbers, alphabets, or Roman numerals.
   a. Ordered lists   b. Un-ordered lists   c. Re-ordered lists   d. Coded lists

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.   **(K2)**

6. Relate Telnet and file transfer protocol (FTP).

7. What is Ecommerce Partnership?

8. Define TCP/IP.

9. What is the difference between cross-site scripting and cross-site forgery?

10. Mention the nexus between relative URL and absolute URL.

SECTION – B   **(5 X 4 = 20 MARKS)**
ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.   **(K3)**

11. a)   Relate DNS and IP address.
                    (OR)
    b)   Brief web browser with example.   **(CONTD........2)**

12.a)   Chart out the difference between static and dynamic web pages.
                                    (OR)
   b) Mention the marketing channels every e-commerce company needs to invest in.

13.a) Classify transmission media.
                                    (OR)
   b) Suggest ways to prevent social engineering attacks**.**

14.a) What are the 5 types of steganography?
                                    (OR)
   b) Define and classify types of firewalls.

15.a) What do you understand by HTML?
                                    (OR)
   b) Give outline about marquee. Mention its types.

                    SECTION - C   (4 X 10 = 40 MARKS)
ANSWER ANY FOUR OUT OF SIX QUESTIONS
(16th QUESTION IS COMPULSORY AND ANSWER ANY THREE QUESTIONS
(FROM Qn. No : 17 to 21)   (K4 (Or) K5)

16. Define e-commerce. Mention the ecommerce models and its advantages over
      Traditional Commerce.

17. Write about search engines. Brief other alternatives to Google.

18. Outline the types of EDI.

19. Elaborate types of social engineering attacks.

20. Discuss about session management. Mention best practices for implementing
      session management.

21. Brief the steps to build a basic website for your small business.

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ETHICAL PAPER