CS/BCA/ODD SEM/SEM-5/BCAE-501C/2016-17

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL

Paper Code : BCAE-501C

MULTIMEDIA & E-COMMERCE

Time Allotted : 3 Hours   *Full Marks* : 70

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for any *ten* of the following :   10 × 1 = 10

   i)   E-trading is also called

   a)   E-booking

   b)   E-supply

   c)   direct purchasing

   d)   both (a) and (b).

   ii) Two LAN segments are connected by a

   a)   Router   b)   Bridge

   c)   Modem   d)   POTS.

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iii) The main purpose of digital signature is

    a)   Non-repudiation   b)   Authenticity

    c)   Confidentiality   d)   All of these.

iv) SET protocol is used for

    a)   Credit card payment

    b)   Cheque payment

    c)   E-cash payment

    d)   Payment of small amount for internet services.

v) DES is a

    a)   Secret key symmetric algorithm

    b)   Secret key asymmetric algorithm

    c)   Public key symmetric algorithm

    d)   None of these.

vi) Information super-highway infrastructure includes

    a)   Internet   b)   WAN

    c)   Router   d)   All of these.

vii) The protocol for transmitting private information over the web is

    a)   SSL   b)   SQL

    c)   FTP   d)   HTTP.

viii) VAN provides services including

    a)   Secure connections

    b)   Insecure connections

    c)   Security channel

    d)   None of these.

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ix) Morphing means

    a) Changing positions b) Changing shapes

    c) Changing colours   d) Scaling up or down.

x) The heart of a CRM program is

    a) A sales force tool

    b) Brand equity

    c) Meeting needs of all stakeholders

    d) Information technology, database systems and attitude changes in the organization.

xi) Oracle, SAP, and IBM are examples of

    a) Companies that implement customer lifetime value

    b) Large supplier of CRM system

    c) Excellent CRM organization culture

    d) The Pareto rule.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following.   3 × 5 = 15

2. Explain the terms Internet, Intranet and Extranet.

3. Write the main features of IT Act, 2000.

4. Explain the digital signature in e-commerce. How does it differ from public key cryptography ?

5. What are the requirements for digital payment ?

6. What is MIDI ? Enumerate different types of audio signals.

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GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following.   3 × 15 = 45

7. Discuss fundamental characteristics of sound. Explain MIDI. What are the advantages of MIDI over digital media ? Explain MIDI hardware and software.

$$(3 + 3) + (2 + 3) + 4$$

8. What are the different colour models ? Explain RGB of them briefly. What is the relation between CMYK and RGB ? What is key frame and twining ? 2 + 4 + 4 + 2 + 3

9. Write RSA algorithm with an example. Define EDI. What are the components of EDI ?   8 + 2 + 5

10. What are hypertext and hypermedia ? Describe the steps of JPEG compression.

    Define the following terms.

    Luminance, pixel depth, resolution, gamut. 2 + 2 + 7 + 4

11. Write notes on any *three* of the following :   3 × 5

    a)   E-cash/digital wallet

    b)   ATM

    c)   Virtual reality

    d)   SGML

    e)   Role of social networking in ecommerce.

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