

(6 pages)

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M.Com./M.Com. with Computer Applications (CBCS)  
DEGREE EXAMINATION, NOVEMBER 2019.

Third Semester

Commerce

E-COMMERCE

(For those who joined in July 2016 and afterwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Amazon .com is a \_\_\_\_\_.  
(a) Search Engine  
(b) Online shopping site  
(c) Both (a) and (b)  
(d) None

2. Which products are people feel more uncomfortable buying on the Internet?  
(a) Books (b) Furniture  
(c) Movies (d) All the above
3. Which of the following is not one of the major types of E-Commerce?  
(a) C2C (b) B2B  
(c) B2C (d) C2B
4. \_\_\_\_\_ refers to the process of selling products and services directly to consumers.  
(a) B2B (b) C2C  
(c) B2C (d) C2B
5. \_\_\_\_\_ is a private network where an enterprise securely shares information and computing resources among employees.  
(a) Internet (b) Intranet  
(c) Both (a) and (b) (d) None
6. Commercial transactions conducted electronically by mobile is called \_\_\_\_\_.  
(a) M-Commerce (b) E-Commerce  
(c) I-Commerce (d) None of the above



7. Expand EDI \_\_\_\_\_.  
 (a) Electronic Device Interchange  
 (b) Electronic Data Internet  
 (c) Electronic Data Interchange  
 (d) None
8. \_\_\_\_\_ is the standard protocol for e-mail services on a TCP/IP Network.  
 (a) SMTP (b) POP  
 (c) FTP (d) None
9. \_\_\_\_\_ is the standard security technology used for establishing an encrypted link between a web server and a Browser.  
 (a) SSL (b) SMTP  
 (c) Both (a) and (b) (d) None
10. HTTP means \_\_\_\_\_.  
 (a) Hyper Text Transfer Protocol  
 (b) Hyper Technology Transfer Protocol  
 (c) Hyper Text Technology Protocol  
 (d) None of the above

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) List out the advantages of E-Commerce.

Or

- (b) Write down any five online shopping sites in India.

12. (a) What is Business to consumer in E-Commerce?

Or

- (b) Write down the applications of E-Commerce.

13. (a) What is Intranet? Give a brief note on it.

Or

- (b) Write a short note on Extranet.

14. (a) What is the use of TCP/IP Protocol?

Or

- (b) Give a brief note on EDI applications.



15. (a) Write short note on Electronic debit and credit card payment system.

Or

- (b) Give a brief note on SSL protocol.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) What is E-Commerce? Explain its significance and scope in detail.

Or

- (b) Compare traditional commerce versus E-Commerce.

17. (a) What is B2B? Explain its advantages and disadvantages.

Or

- (b) What is Internet Advertising? What are the benefits and limitations of Internet Advertising?

18. (a) What is Internet? Explain its Components and Business use.

Or

- (b) Write short notes on the following :

- (i) Mobile E-Commerce
- (ii) Payment Gateways.

19. (a) Define the term EDI. Explain its limitations and benefits in detail.

Or

- (b) Expand and explain SMTP and POP protocols.

20. (a) Give a brief note on Supply Chain and Value Chain Management.

Or

- (b) Discuss in detail the Digital Signature, Electronic Certificate and Firewall.

