Reg. No. : ....

Code No:7447   **Sub.Code:KKCM 34/KKAM 34/ PKCM 33**

M.COM / M.COM WITH COMPUTER APPLICATIONS. (CBCS) DEGREE EXAMINATION, NOVEMBER 2020.

Third Semester

Commerce – Main

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. Ebay.com is a _____.

    (a) Online shopping site

    (b) Search Engine

    (c) Both (a) and (b)

    (d) None

2. Which of the following describe E-Commerce?

   (a) Doing business electronically

   (b) Doing business

   (c) Sale of goods

   (d) None of the above

3. Which of the following is part of the four main types of E-Commerce?

   (a) B2B   (b) B2C

   (c) C2B   (d) All the above

4. _____ is a form of transaction between businesses.

   (a) B2C   (b) B2B

   (c) C2B   (d) All the above

5. The _____ is a globally connected network system that uses TCP/IP to transmit data via various types of Media.

   (a) Intranet   (b) Internet

   (c) Both (a) and (b)   (d) None

6. A controlled private network that allows access to vendors and suppliers or an authorized set of customers - normally to a subset of the information accessible from an organization is known as _____.

   (a) Extranet   (b) Internet

   (c) Intranet   (d) None of the above

7. PoP is _____ layer protocol in the OSI reference model.

   (a) Physical   (b) Network

   (c) Application   (d) None

8. _____ is a standard Internet protocol for transmitting files between computers on the Internet over TCP/IP connections.

   (a) SMTP   (b) POP

   (c) FTP   (d) None

9. _____ is a communication protocol standard for securing credit card transactions over networks, specially the Intermnet.

   (a) SET

   (b) SCM

   (c) Both (a) and (b)

   (d) None

10. SCM stands for _____.

   (a) Security Chain Management

   (b) Supply Customer Management

   (c) Security Customer Management

   (d) Supply Chain Management

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Give a brief note on Traditional Commerce.

Or

(b) What is E-Commerce? Explain its significance.

12. (a) What is Internet Advertising?

Or

(b) What is Business to Business in E-Commerce?

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

Or

(b) Give a brief note on M-Commerce.

14. (a) What is the use of SMTP protocol?

Or

(b) What is EDI? List out its benefits.

15. (a) What is supply chain Management?

Or

(b) What do you mean by Secure Electronic Transaction?

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) List out advantages and disadvantages of E-Commerce.

Or

(b) Explain any five online shopping sites in India.

17. (a) (i) What is B2C? Explain its advantages and disadvantages.

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

Or

(b) Write short note on the impact of E-Commerce on Business opportunities in E-Commerce.

18. (a) What is Intranet? Explain the advantages and disadvantages of Intranet and Extranet?

Or

(b) Write short note on the following :

(i) Components of Internet

(ii) Categories of Internet

19. (a) Expand and explain FTP and PoP protocols.

Or

(b) Write short note on Network layers and TCP/IP protocols.

20. (a) What are the different types of electronic payment system available? Explain each one of them.

Or

(b) Give a brief note on security and its issues in E-Commerce.

————————