

(6 pages)

Reg. No. :

Code No. : 10331

Sub. Code : GNCN 4 B

U.G. (CBCS) DEGREE EXAMINATION, APRIL 2015.

Fourth Semester

Computer Application

Non-Major Elective – E-COMMERCE

(For those who joined in July 2012 and afterwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions

Choose the correct answer:

1. _____ model, business Website is a place where all transactions take place between a business organization and consumer directly.
- (a) B2B (b) B2C
(c) C2B (d) C2C

2. _____ is an inter-organizational exchange of business documents in a structured and machine processable format.
- (a) Internet (b) Intranet
(c) Extranet (d) EDI
3. Website following _____ business model sells its product to an intermediate buyer who then sells the product to the final customer.
- (a) B2B (b) B2C
(c) C2B (d) C2C
4. Which segment do eBay.com belong to _____
- (a) B2B (b) B2C
(c) C2B (d) C2C
5. Which type deals with auction?
- (a) B2B (b) B2C
(c) C2B (d) C2C
6. The solution for all business needs is
- (a) EDI (b) ERP
(c) SCM (d) None of the above



7. What are plastic cards the size of a credit card that contains an embedded chip on which digital information can be stored?
- Customer relationship management systems cards
 - E-government identity cards
 - FEDI cards
 - Smart cards
8. How the transactions occur in e-commerce?
- Using e-medias
 - Using computers only
 - Using mobile phones only
 - None of the above
9. Which of the following is a method of transferring money from one person's account to another?
- electronic cheques
 - credit card
 - e-transfer
 - debit card
10. Which factor ensures your IT systems are functioning correctly and providing accurate information?
- Availability
 - Accessibility
 - Reliability
 - Scalability

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PART B — (5 × 5 = 25 marks)

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

Answer should not exceed 250 words.

11. (a) Discuss the classification of E-Business model.
Or
(b) Write note on E-Advertising.
12. (a) Explain the middle ware services of E-Commerce architecture.
Or
(b) Describe the principles of symmetric encryption techniques.
13. (a) Discuss the Consumer-oriented E-Commerce applications.
Or
(b) Write note on E-Cash.
14. (a) Explain the privacy issues of EDI.
Or
(b) Describe the features of Privacy issues of EDI.
15. (a) Write note on Chain letters.
Or
(b) Explain the role of World Wide Web in the field of e-commerce.

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PART C — (5 × 8 = 40 marks)

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

Answer should not exceed 600 words.

16. (a) Discuss the Benefits of E-Commerce.

Or

- (b) Illustrate the advantages of B2B and B2C.

17. (a) Explain the architecture framework of E-Commerce.

Or

- (b) Discuss the usage of the following terms:

- (i) Public Key Encryption
- (ii) Secret Key Encryption

18. (a) What is an electronic payment system? What are its types and advantages?

Or

- (b) Describe the consumer oriented E-Commerce applications.

19. (a) Define EDI. Explain the layered architecture of EDI.

Or

- (b) Illustrate the applications of EDI in business.

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20. (a) Explain about E-Marketing techniques.

Or

- (b) Define the terms internet, intranet and extranet and explain the role each plays in ebusiness.

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