

(6 pages)

Reg. No. :

Code No. : 5821

Sub. Code : HKCM 34

M.Com. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2016.

Third Semester

Commerce

E-COMMERCE

(For those who joined in July 2012 – 2015)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Delivery of information or products etc through internet is called as
(a) Physical trade (b) E - commerce
(c) Export (d) Import
2. _____ is the direct computer – to – computer exchange of information provided on standard business documents
(a) E - commerce
(b) EDI
(c) Electronic markets
(d) Traditional commerce

3. _____ refers to a kind of e-commerce which refers to a company selling a buying from other company

(a) B 2 G (b) B 2 E
(c) B 2 B (d) P 2 P

4. SCM stands for

(a) Supply Card Maintenance
(b) Supply Chain Market
(c) Supply Chain Management
(d) None of these

5. Live communication on the Internet can be done using

(a) E - mail (b) Newsgroups
(c) IRC (d) TCP

6. Which of the following in the primary characteristic of an intranet?

(a) People outside the organisation an access it
(b) People inside the organisation cannot access it
(c) People outside the organisation cannot access it
(d) None of the above

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7. Which of the following methods adopted in an electronic payment environment?
- (a) Digital cheques (b) Electronic cash
(c) Electronic purse (d) All the above
8. _____ cards are issued by a bank or a financial institution in which the card holder has an account
- (a) Credit card (b) Debit cards
(c) Smart cards (d) Stored value cards
9. Which factor determines who has the right to access different types of IR systems and information?
- (a) Availability (b) Accessibility
(c) Reliability (d) Scalability
10. Public key encryption uses multiple keys one key is used to encrypt data, while another is used to decrypt data. The key used to encrypt data is called _____ key, while the key used to decrypt data is called the _____ key
- (a) Encryption, decryption
(b) Public, private
(c) Private, public
(d) Encryption, public

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Distinguish between electronic commerce and electronic business.
- Or
- (b) What are the marketing forces that have led to growth of e-commerce?
12. (a) What is B 2 B e-commerce? What are the various models of B 2 B E-commerce?
- Or
- (b) What do you mean by supply chain management? List out its features.
13. (a) Define internet. Why is internet important in E-commerce.
- Or
- (b) Write a short note on :
- (i) File transfer protocol
(ii) Simple mail transfer protocol.



14. (a) What are the features of electronic payment system?

Or

- (b) Outline the steps involved in the use of credit cards.

15. (a) Define E-security. What are the various kinds of security threats faced by an organisation?

Or

- (b) What are digital signatures and certifying authorities?

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Explain the merits and limitations of E-commerce.

Or

- (b) Explain the benefits and limitation of EDI.

17. (a) Explain the various classifications of electronic commerce.

Or

- (b) Discuss the functions of supply chain management.

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18. (a) How internet has helped in the growth of e-commerce? Explain the forces that are responsible for the widespread use of electronic commerce.

Or

- (b) Explain the various internet tools and applications.

19. (a) Describe the various payment methods adopted in an electronic payment system.

Or

- (b) What are the problems during credit card payment through the Internet when compared to cash payment in real world and also explain in brief about the best electronic payment system?

20. (a) Explain in brief about public and private key cryptography by discussing with examples in each case.

Or

- (b) Write a short note on protecting privacy in electronic commerce.

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