

(6 pages)

Reg. No. : .....

Code No. : 7688

Sub. Code : HKCM 34

M.Com. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2013.

Third Semester

Commerce

E-COMMERCE

(For those who joined in July 2012 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Communication, process and service management and transaction capabilities are the functions of \_\_\_\_\_.
- (a) e-banking                      (b) e-commerce
- (c) m-commerce                    (d) none.

2. \_\_\_\_\_ cannot vanish from the scene of doing e-commerce.
- (a) Humans                      (b) Middlemen
- (c) Agents                      (d) All.
3. \_\_\_\_\_ marketing is built around rational calculations by both the parties.
- (a) Rational                      (b) Permission
- (c) Direct                      (d) Global.
4. A \_\_\_\_\_ is a small sub-division of a large demographic market.
- (a) Ulavar santhai                      (b) Village
- (c) Niche                      (d) All.
5. \_\_\_\_\_ is a protocol that supports mobile computing.
- (a) WIFI                      (b) TCP
- (c) WML                      (d) WAP.
6. VCM is expanded as \_\_\_\_\_.
- (a) Value Chain Ministry
- (b) Value Chain Management
- (c) Value Chain Moderate
- (d) None.



7. \_\_\_\_\_ payment is a small payment of fractions of a rupee or dollar when 'information goods' are delivered via the internet.

- (a) Macro (b) Micro  
(c) Divided (d) Fragmented.

8. SET is becoming the defacto standard for security which is an abbreviation of \_\_\_\_\_.

- (a) State Eligibility Test  
(b) Secure Electronic Transaction  
(c) Secure Eligibility Transaction  
(d) All.

9. \_\_\_\_\_ secures information by protecting its confidentiality.

- (a) Gyptography (b) Hawker  
(c) Intruder (d) Victimised firm.

10. The one who designed the first web protocol (was a hacker) and wrote the first browser code is \_\_\_\_\_.

- (a) Tim Berness lee (b) Alfread Marshall  
(c) Richard Stall man (d) Balagurusamy.

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PART B — (5 × 5 = 25 marks)

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

11. (a) Is e-security available and useful in e-commerce.

Or

(b) Explain the functions of Hacker.

12. (a) What are the features of e-commerce?

Or

(b) Are e-marketing and e-commerce different?

13. (a) Explain the concept of C2C.

Or

(b) What is meant by e-banking?

14. (a) What is meant by a protocol? What are its uses?

Or

(b) Explain the characteristics of communication path and communication channel.

15. (a) Describe the significance of debit cards.

Or

(b) How are e cheques useful to business men?

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PART C — (5 × 8 = 40 marks)

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

16. (a) "E-Commerce and traditional commerce are one and the same" – Do you agree? How?

Or

- (b) "E-commerce has advantages and disadvantages too" – Comment.

17. (a) Explain the various business models of e-commerce.

Or

- (b) Explain the porter's value chain model.

18. (a) Explain the various protocols used in communication.

Or

- (b) Draft the overview of TCP/IP.

19. (a) Differentiate the traditional payment system from the modern payment system.

Or

- (b) Narrate the security requirements of e-payment system.

20. (a) Explain the major types of security problems in e-commerce.

Or

- (b) Suggest some practical tips to secure e-commerce transactions.
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