(6 pages)   Reg. No. : ....

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M.Com. (CBCS) DEGREE EXAMINATION,
APRIL 2023.

Fourth Semester

Commerce — Core

E-COMMERCE

(For those who joined in July 2021 onwards)

Time : Three hours   Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Which of the following is not a benefit of E-commerce?

   (a) Fast process

   (b) Inconvenience

   (c) Always on

   (d) Reduced cost price

2. Purchasing and selling products online is referred to as?

   (a) E-Commerce   (b) Cyber-Selling

   (c) Hyper-marketing   (d) Euro-Conversion

3. ————————— is not a major type of electronic commerce.

   (a) Consumer to Business

   (b) Business to Consumer

   (c) Business to Business

   (d) Consumer to Consumer

4. ————————— which e-commerce model involves the sale of goods or services from businesses to the general public?

   (a) Business to Government

   (b) Business to Consumer

   (c) Business to Business

   (d) Consumer to Business

5. ————————— is an essential component of an intranet

   (a) CRM

   (b) LAN with a minimum of ten PCs

   (c) Computer with server software

   (d) PDA

6. Internet based companies are often referred to as:

   (a) CRMs

   (b) Brick and mortar companies

   (c) Fortune 100 companies

   (d) Dot coms

7. Communication software for an intranet includes ————————

   (a) TCP/IP   (b) UPN

   (c) LAN   (d) WAN

8. EDI standards are

   (a) Not universally available

   (b) Essential for B2B commerce

   (c) Not required for B2B commerce

   (d) Still being evolved

9. What web server functionally allows it verify usernames and passwords and process and certificates and encryption information?

   (a) Processing of HTTP request

   (b) File Transfer Protocol

   (c) Data Capture

   (d) Security Services

10. Digital Signature is a ————————

    (a) Digital ID, send as an attachment to a web page/e mail/message

    (b) Is used for verifying the attachments send using web

    (c) Both (a) and (b)

    (d) None of these

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) Explain the advantages of E-Commerce.

    Or

    (b) Describe the scope of E-Commerce.

12. (a) Discuss B2C E-Commerce.

    Or

    (b) Appraise the disadvantages of B2B E-Commerce.

13. (a) Evaluate the advantages of intranet and extranet.

    Or

    (b) Write the advantages of M-Commerce.

14. (a) What are the uses of EDI?

Or

(b) What does POP stand for in networking?

15. (a) Describe the credit card based electronic payment system.

Or

(b) Briefly explain "Security Issues in E-Commerce".

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
Each answer should not exceed 600 words.

16. (a) Briefly explain the technical and non technical limitations of E-Commerce.

Or

(b) Write the biggest challenge you face with shopping online.

17. (a) Classify the various modules of B2B E-Commerce.

Or

(b) Describe the impact of E-Commerce on business opportunities in E-Commerce.

18. (a) Classify the categories of internet.

Or

(b) Explain the role of M-Commerce in India.

19. (a) Explain the EDI applications in business.

Or

(b) What is TCP/IP model and how does it work?

20. (a) Describe "Supply Chain Management".

Or

(b) Explain the various types of electronic payment system.

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