

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

Fourth Semester

Commerce – Core

E-COMMERCE

(For those who joined in July 2021 – 2022)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

- Which of the following technology is not used to collect the information about you?
  - Anonymizers
  - Spyware
  - Gmail
  - Cookies

- Which of the following describes E-Commerce?
  - Business activities
  - Sale of goods
  - Doing business online
  - All of the above

- Which e-commerce transaction provides the benefits of eliminating the requirement of a middleman?
  - Business to Business
  - Business to Government
  - Consumer to Business
  - Business to Consumer

- \_\_\_\_\_ is an e-commerce model which focuses on consumers dealing with one another.
  - Business to Business
  - Consumer to Consumer
  - Consumer to Business
  - Business to Consumer

- The first company to engage in m-commerce was —
  - Pepsi
  - Coca-Cola
  - Cadbury
  - Apple

- \_\_\_\_\_ is an integration of wireless networks accessed through handheld devices and internet.
  - L-Commerce
  - E-Commerce
  - M-Commerce
  - All of these

- Which of the following is an early form of e-commerce?
  - EDI
  - SCM
  - Both of these
  - None of the above

- \_\_\_\_\_ manages the communication protocols for an intranet
  - TCP/IP
  - Tele Communications
  - NIC
  - SCM

- E-Cheques are \_\_\_\_\_
  - Prepaid
  - Post paid
  - Both prepaid and post paid
  - None of these

- The smart card which use antenna for reading and writing data
  - Contact Smart card
  - Contactless Smart Card
  - Proximity Smart Card
  - Both (b) and (c)

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

- (a) State the limitations of E-Commerce.  
Or  
(b) Explain the significance of E-Commerce.

- (a) Explain B2B E-Commerce.

Or

- (b) Write about C2C E-Commerce.

13. (a) State the disadvantages of intranet and extranet.

Or

(b) Analyze the components of internet.

14. (a) State the disadvantages of EDI.

Or

(b) Narrate the uses of SMTP protocol.

15. (a) Differentiate SHTTP and SSL.

Or

(b) Name the most common vulnerabilities in web application.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) State the difference between E-Commerce and Traditional Commerce.

Or

(b) Explain the future of E-Commerce in India.

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17. (a) Briefly explain the benefits and limitations of internet advertising.

Or

(b) Analyze "E-Commerce Modules"

18. (a) Briefly explain the relationship between internet, intranet and extranet.

Or

(b) Give the difference between M-Commerce and E-Commerce.

19. (a) State the advantages of EDI.

Or

(b) Write briefly about FTP.

20. (a) What are the risks associated with electronic payment system?

Or

(b) Name the factors that are to be considered while designing an electronic payment system.

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