

**D 92567**

**(Pages : 2)**

**Name.....**

**Reg. No.....**

**THIRD SEMESTER B.Com. DEGREE (SUPPLEMENTARY/IMPROVEMENT)  
EXAMINATION, NOVEMBER 2015**

**(UG—CCSS)**

**Complementary Course**

**BC 3C 03—E-COMMERCE MANAGEMENT**

**Time Three Hours**

**Maximum : 30 Weightage**

**Part A**

*Answer all **twelve** questions.  
Each question carries  $\frac{1}{4}$  weightage.*

**Fill up the blanks :**

1. Companies use ——— networks to automate employee related corporate processes.
2. ——— ~~is a systems approach~~ to Managing the entire flow of information, materials, and services from raw material suppliers through factories and warehouses to the end customer.
3. ——— ~~is a global web in~~ which millions of users are communicating with each other with the help of computers.
4. ——— ~~allows a business application~~ on the computer of one organization to communicate directly ~~with the~~ business application on the computer of another company.

**Match the following :----**

- |                  |                    |
|------------------|--------------------|
| 5. <b>HTTP</b>   | Browser.           |
| 6. <b>Google</b> | Protocol.          |
| 7. <b>EFT</b>    | Payment mechanism. |
| 8. <b>HTML</b>   | Search Engine.     |
|                  | Java.              |

**State whether True or False :**

9. **B2C** generates more revenue than **B2B**.
10. Pop up ads is the most unwanted of online advertising methods.
11. Static **Website** is one that changes or customizes itself frequently and automatically based on certain criteria.
12. The information Technology Act [IT **ACT**] came into effect on 15th December 2000.

(12 x  $\frac{1}{4}$  = 3 weightage)

**Turn over**

**Part B (Short Answer Type Questions)**

Answer **all** questions.

13. List down the main objectives of SCM.
14. What is a website ?
15. What is C2C E-commerce transaction ?
16. What is spoofing ?
17. What do you meant by encryption ?
18. What is meant by the term internet ?
19. What do you understand by E-commerce security ?
20. What is meant by electronic fund transfer ?
21. Write a short note on SET.

(9 x 1 = 9 weightage)

**Part C**

Answer any **five** questions.

Each question carries **2** weightage.

22. Distinguish between E-commerce and E-business.
23. Write a note on the working of EDT.
24. Write a note on B2C E-commerce transaction.
25. Explain the purpose of using extranet.
26. What are the important criteria's to be followed while designing a website ?
27. What are the steps to be followed while making an online payment ?
28. Explain the regulatory framework of E-commerce.

(5 x 2 = 10 weightage)

**Part D**

Answer any **two** questions.

Each question carries **4** weightage.

29. Briefly explain the different types of electronic payment systems.
30. Explain various types of Internet Protocols.
31. What do you meant by Internet advertising ? What are the different models of internet advertising ?

(2 x 4 = 8 weightage)