

TH1 MESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2015

(CUCBCSS—UG)

Complementary Course

BCM 3C 03—E-COMMERCE MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part A*Answer **all** questions.**Each question carries 1 mark.***I. Choose the correct answer :**

1 The **cybercrime** relating to monitoring data flow between shopper's computer and E-commerce server :

- | | |
|---------------|---------------|
| (a) Sniffing. | (b) Hacking. |
| (c) Spoofing. | (d) Phishing. |

2 Which of the following is not a feature of E-commerce ?

- | | |
|----------|----------|
| (a) SCM. | (b) EDI. |
| (c) WWW. | (d) BPR. |

3 E-banking is also known as :

- | | |
|------------------|--------------------------|
| (a) ATM. | (b) Traditional Banking. |
| (c) Net Banking. | (d) None of these. |

4 M-commerce stands for :

- | | |
|---------------------|----------------------|
| (a) Mega Commerce. | (b) Mobile Commerce. |
| (c) Micro Commerce. | (d) Macro Commerce. |

5 Which of the following provide security and privacy for the use of the web page content ?

- | | |
|-----------|--------------------|
| (a) HTTP. | (b) HTML. |
| (c) FTP. | (d) None of these. |

II. Fill up the blanks :

6 Companies use _____ networks to automate employee related corporate processes.

7 _____ 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.

Turn over

- 8 _____ is a global web in which millions of users are communicating with each other with the help of computers.
- 9 _____ allows a business application on the computer of one organization to communicate directly with the business application on the computer of another company.
- 10 _____ in the e-commerce may be a holder of a payment card such as credit card or debit card from an issuer.

(10 x 1 = 10 marks)

Part B (Short Answer Questions)

*Answer any **eight** questions.*

Each question carries 2 marks.

- 11 What is C2C E-commerce transaction ?
- 12 What is a search engine ?
- 13 What is the need for firewall security. ?
- 14 What do you mean by the term www ?
- 15 What is meant by E-coin ?
- 16 Write a short note on SSL.
- 17 What is C2B E-commerce transaction ?
- 18 What is meant by the term Internet ?
- 19 Write a short note on SET.
- 20 What is a credit card ?

(8 x 2 = 16 marks)

Part C (Short Essay Questions)

*Answer any **six** questions.*

Each question carries 4 marks.

- 21 Write a note on B2B E-commerce transaction.
- 22 What is a prepaid payment system ? What are its benefits ?
- 23 What are the benefits of **EDI** ?
- 24 Briefly explain about the participants in an online electronic payment transaction.
- 25 Distinguish between E-commerce and E-business.

26 Write a note on B2C E-commerce transaction.

27 Explain the regulatory framework of E-commerce.

28 What are the components of a website ?

(6 x 4 = 24 marks)

Part D (Essay Questions)

*Answer any two questions.
Each question carries 15 marks.*

29 What is a web portal ? What are the different types of portal ?

30 What do you mean by the term biometrics ? What are the different types of biometrics ?

31 What do you mean by internet advertising ? What are the different models of internet advertising ?

(2 x 15 = 30 marks)