THIRD SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2017

(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 service that communicates with clients through various set of standard protocols and technologies is called :

    (a) VoIP.

    (b) Web services.

    (c) XML.

    (d) None of these.

2. A web page is transferred to users computer through :

    (a) HTML.

    (b) FTP.

    (c) HTTP.

    (d) XML.

3. Business to consumer e- commerce involves customers gathering information, purchasing and receiving products through :

    (a) Catalogue.

    (b) Store.

    (c) Electronic network.

    (d) Web.

4. ATM card is a :

    (a) Credit card.

    (b) Debit card.

    (c) Smart card.

    (d) E-cash.

5. Which of the following is C2C e-commerce ?

    (a) Financial services.

    (b) Product distribution.

    (c) Online auction.

    (d) None of these.

Turn over

II. Fill in the blanks :

6 VoIP stands for —————.

7 ————— are used for signing and endorsing electronic cheques.

8 The process of making information unintelligible to the unauthorized reader is called —————.

9 ————— is the electronic exchange of business documents in a standard, computer processable, universally accepted format between trading partners.

10 Web pages are prepared using ————— language.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

*Answer any **eight** questions.*
Each question carries 2 marks.

11 What is WWW ?

12 What is encryption ?

13 What is spoofing ?

14 Define EDI.

15 What is B2G e-commerce ?

16 What is e-cash ?

17 What is intranet ?

18 Give two examples of search engines.

19 Write a short note on internet protocols.

20 What is SOA ?

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

*Answer any **six** questions.*
Each question carries 4 marks.

21 Explain the steps involved in E-commerce.

22 Discuss the benefit of internet advertising.

23 Explain the features of traditional commerce.

24 Explain advantages of extranet.

25 What is E-branding ? Explain the importance of e-branding ?

26 What is an electronic cheque ? Explain its advantages.

27 What are the advantages of Smart Cards ?

28 Explain the components of biometric ID systems.

(6 × 4 = 24 marks)

Part D (Essay Questions)

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

29 What is supply chain management ? What are the processes involved in supply chain management ?

30 Define e-commerce. What are the factors influencing the success of e- commerce ?

31 What is a corporate web site ? Explain the process and needs of setting up web site for E-commerce.

(2 × 15 = 30 marks)