

15U342

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Name:

Reg. No.....

THIRD SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2016
(CUCBCSS - UG)
CC15U BC3 C03 – E- COMMERCE MANAGEMENT
(Complementary Course)
(2015 Admission)

Time: Three Hours

Maximum: 80 Marks

Part-A

Answer *all* questions.

(Each question carries *one* mark.)

I. Choose the correct answer:

1. Components of SCM system includes
 - a) SCM software and hardware
 - b) Business processes
 - c) Users
 - d) All the above
2. The sale of products (or) service from a business to general public is
 - a) B2C
 - b) B2B
 - c) B2G
 - d) B2E
3. PPC engines are called.....
 - a) Per –pay click
 - b) Pay- per click
 - c) Pay - pay click
 - d) none
4. is an internet standard (or) set of rules that allows the exchange of Information on the www
 - a) HTTP
 - b) FTP
 - c) TCP/IP
 - d) Telnet
5. VOIP services convert our voice into Signal
 - a) Electronic
 - b) Wireless
 - c) Digital
 - d) none

II. Fill in the blanks :

6. The structure of a web page is called it's
7. is a card with a microchip that can be used instead of cash and coins for everything.
8. Is the process of coding and scrambling of messages to prevent unauthorized access to understanding of data being transmitted?
9. The process of encrypted data readable once again is called.....
10. Creating illegitimate site that appear to published by established organizations are by this name

(10 x 1 = 10 Marks)

(1)

Part-B

Answer **any eight** questions in **two or three** sentences.
(Each question carries **two** marks.)

11. What do you mean by WWW ?
12. What is e-commerce?
13. What is SOA?
14. What do you mean by B2E?
15. What is M-Commerce?
16. What is domain Name?
17. What is URL?
18. What are Antivirus programs?
19. What are the risks caused by computer virus?
20. What do you mean by a firewall?

(8 x 2 = 16 Marks)

Part-C

Answer **any six** questions.
(Each question carries **four** marks.)

21. Describe legal issues that arise in E-commerce?
22. Write a short note on Cyber laws?
23. What are the benefits of prepaid payment system?
24. State the functions of biometric system?
25. What is hacking? What are the remedies available against hacking?
26. Explain the different types of portals?
27. What are the components of a website?
28. What are the reasons for the failure of e-commerce?

(6 x 4 = 24 Marks)

Part-D

Answer any **two** questions.
(Each question carries **fifteen** marks.)

29. Explain the features required for a corporate website?
30. Explain in details about smart card, debit card and credit card?
31. What is supply chain Management? What are the processes involved in supply chain management?

(2 x 15 = 30 Marks)
