

**16U346**

(Pages:2)

Name: .....

Reg. No.....

**THIRD SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2017**

(Regular/Supplementary/Improvement)

(CUCBCSS-UG)

**CC15U BC3 C03/ CC16U BC3 C03 - E COMMERCE MANAGEMENT**

(Complementary Course)

(2015 Admission onwards)

Time: Three Hours

Maximum: 80 Marks

**Part-A**

Answer *all* questions. Each question carries 1 mark

Choose the correct answer:

1. World Wide Web (WWW) web browser was introduced in the year.....  
a) 1994                      (b) 1996              (c) 1992              (d) 1990
2. Peer to Peer (P2P) is also used to describe.....  
a) C2C              (b) B2E              (c) B2B              (d) B2C
3. A web page is transferred to users computer through.....  
a) HTML              (b)FTP              (c)HTTP              (d) none of these
4. .... was a communication protocol standard for securing credit card transactions over the internet.  
a) SSL              (b) SET                      (c) both of these              (d) none of these
5. Information sent over the internet commonly uses the set of rules called.....  
a) TCP/IP              (b) FTP                      (c) HTTP                      (d)Gopher

Fill in the blanks:

6. India has enacted the first IT Act in the year.....
7. .... is an automated method of recognizing a person based on a physiological or behavioral characteristic.
8. .... is the first page of a web site.
9. ....protocol allows files to be transferred from one computer to another computer.
10. Computer to computer exchange of business is done through.....

**(10x1=10 Marks)**

### **Part B**

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

11. What are the two possible drawbacks of E-Commerce?
12. Differentiate Intranet and Extranet?
13. What do you mean by SOA?
14. What do you mean by VoIP?
15. What do you mean by Biometrics?
16. What do you mean by E-Cheque?
17. What are the applications of Smart Card?
18. Why do we prefer online payment systems?
19. What do you mean by hacking?
20. What do you mean by encryption and decryption?

**(8x2=16 Marks)**

### **Part C**

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

21. Write a note on Cyber laws.
22. Write a short note on Indian IT Act 2000
23. How will you ensure security over online payments?
24. What are the advantages of credit card?
25. What are the components of website?
26. What are the different models of Internet Advertising?
27. Describe the factors of a successful E-Commerce?
28. What do you mean by SCM? What are its advantages?

**(6x4=24 Marks)**

### **Part D**

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

29. What are the contents of a corporate website? Explain about the process of setting up a website for E-Commerce?
30. Explain about biometric identification systems.
31. What are the advantages and disadvantages of Internet?

**(2x15=30 Marks)**

\*\*\*\*\*