17U356   (Pages: 2)   Name: ………………..…….

Reg. No……..………………

THIRD SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2018

(Supplementary/Improvement)

(CUCBCSS – UG)

CC15U BC3 C03 – E - COMMERCE MANAGEMENT

(Complementary Course)

(2015 & 2016 Admissions)

Time : Three Hours   Maximum : 80 Marks

Part –A

Answer *all* questions. Each question carries 1 mark.

Choose the correct answer:

1. Example of E wallet is

    a) Microsoft wallet   b) Paytm   c) M-Pesa wallet   d) All of these

2. This is a protocol which allows files to be transferred from one computer to another computer

    a) TCP/IP   b) FTP   c) HTTP   d) None of these

3. Supply chain execution is the process of putting supply chain planning into

    a) Operation   b) Action   c) Control   d) Maintenance

4. SATAN is an example of

    a) unauthorized disclosures   b) Unauthorized actions

    c) Snooping   d) spoofing

5. Online auction is an example of-

    a) B2B   b) B2E   c) B2G   d) C2C

Fill in the blanks:

6. Interconnecting multiple computers across short distance is ……………

7. The business transactions carried out on mobile devices are referred as ……………

8. UDDI stands for ……………

9. The process of encrypted data readable once again is called ……………

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

(10 x 1 = 10 Marks)

Part – B

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

11. What is Sniffing?

12. What is digital signature?

13. List some of popular web browsers.

14. Explain Static and Dynamic websites.

15. Define Search Engines.

16. What is SOA?

17. What is the meaning of Firewall?

18. How customer to customer relationships occur?

19. Who are the participants of supply chain management?

20. What is URL?

(8 x 2 = 16 Marks)

Part - C
Answer any *six* questions. Each question carries 4 marks.

21. Explain different models of e-commerce transactions.

22. What are properties of digital cash?

23. Point out the importance of e-commerce.

24. Discuss different types of portals.

25. Describe about the prepaid and post paid payment system.

26. What are the ethical issues in E-Commerce?

27. "Internet advertising is not a substitute for traditional advertising models". Comment on this statement.

28. Give a short description about cyber law.

(6 x 4 = 24 Marks)

Part – D
Answer any *two* questions. Each question carries 15 marks.

29. What is meant by security risk in e-commerce? Explain the important security tools used to protect information in e-commerce.

30. Bring out the benefits of Internet advertising? Also enumerate the various models of Internet advertising.

31. What is biometric System? Describe the function of biometric system and different types of biometrics.

(2 x 15 = 30 Marks)

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