18U460 (Pages: 2) Name: ……………………

Reg. No…………………..

FOURTH SEMESTER B.Com. PROFESSIONAL. DEGREE EXAMINATION, APRIL 2020
(CUCBCSS-UG)

(Regular/Supplementary/Improvement)

CC17U BCP4 B18 – E – COMMERCE MANAGEMENT
(B.Com. Professional – Core Course)

(2017 Admission onwards)

Time: Three Hours   Maximum: 80 Marks

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

I. Choose correct answer:

1. Which of the following is a C2C e-commerce?

    a) Financial services   b) Production distribution

    c) online auction   d) None of these

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

    a) Person to person   b) Digital ID   c) Speed   d) None of these

3. This type of network does not allow an external user to access the company data.

    a) Intranet   b) Internet   c) Extranet   d) None of these

4. This is a form of advertisement on the web that appears between web pages that the

    user requests.

    a) Banner Ads   b) Interstitials   c) Floating Ads   d) None of these

5. This type of card includes an embedded integrated circuit chips (ICC)

    a) Credit card   b) E- Cash   c) Debit card   d) Smart card

II. Fill up the blanks:

6. …………. are used for signing and endorsing electronic cheques.

7. A …………. is an internet based interactive search device that enables a user to

    search for information on the internet.

8. WSDL means ………….

9. The attacker monitors the data between the shopper's computer and the server is

    called ………….

10. …………. acts like a gatekeeper that examines each user's identification before

    allowing them to the organizations internal networks.

                                                                         (10 x 1 = 10 Marks)

PART B (Short Answer Questions)

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

11. What is SCM?

12. What is Gopher?

13. What are the types of web pages?

14. What is metatags?

15. What is domain name?

16. What is cyber cash?

17. What is Secure Socket Layer?

18. Explain data Encryption.

19. What are antivirus programs?

20. What is sniffing the network?

(8 x 2 = 16 Marks)

PART C (Short Essay Questions)

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

21. Distinguish between traditional commerce and e-commerce.

22. Explain important web service protocols and technologies.

23. Explain different types of portals.

24. What is B2B e-commerce? What are its applications?

25. Explain the Cyber Laws relating to E-commerce.

26. Explain the important features of post paid payment system.

27. Explain the need for SOA.

28. Explain the drawback of EDI.

(6 x 4 = 24 Marks)

PART D (Short Essay Questions)

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

29. Explain briefly the various methods generally used to manage risk in e-commerce.

30. What is hosting of a web site? What are the steps involved in hosting a web site?

31. Define intranet and extranet and explain its advantages and disadvantages.

(2 x 15 = 30 Marks)

****