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Name.....

Reg. No.....

FOURTH SEMESTER B.Com. PROFESSIONAL. DEGREE EXAMINATION, APRIL 2019

(CUCBCSS-UG)

CC17U BCP4 B05 – E – COMMERCE MANAGEMENT

B.Com Professional – Core Course

(2017 Admission Regular)

Time: Three Hours

Maximum: 80 Marks

PART A

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

I. Choose correct answer:

1. This is a service that communicates with clients through a set of standard protocols and technologies.
a) VoIP b) XML c) Web Services d) None of these
2. This is a protocol which allows files to be transferred from one computer to another computer.
a) TCP/IP b) HTTP c) FTP d) None of these
3. These are online magazines generally covering a topic of interest.
a) Banner Ads b) Search engines c) E-zines d) None of these
4. Which of the following is not a feature of traditional commerce?
a) Identity b) Urgency c) Value d) Privacy
5. ATM card is a :
a) Credit card b) E- Cash c) Debit card d) Smart card

II. Fill up the blanks:

6. is the transmission of voice traffic over IP- based networks.
7. is concerned with the buying and selling information, products and services over computer communication networks.
8. SOA stands for
9. Web pages are prepared using language.
10. is the process of coding and scrambling of messages to prevent unauthorized access to or understanding of the data being transmitted.

(10 x 1 = 10 Marks)

PART B (Short Answer Questions)

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

11. Define EDI.
12. Explain the nature of B2C transactions.
13. What is telnet?
14. What is vortals?
15. Explain the benefits of VoIP.
16. Explain advertorials and e-zines.
17. What is PKI?
18. What are electronic tokens?
19. What is CTI?
20. What is spoofing?

(8 x 2 = 16 Marks)

PART C (Short Essay Questions)

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

21. What are the factors to be considered for making e-commerce successful?
22. State the important security tools used to protect information pertaining to e-commerce.
23. What do you mean by hand geometry? How far it is useful for personal identification?
24. Explain the process involved in setting up of a web site.
25. What is intranet? State the advantages of intranet.
26. Explain different types of supply chain management system.
27. Distinguish between E-commerce and E-business.
28. What are different types of internet advertising?

(6 x 4 = 24 Marks)

PART D (Short Essay Questions)

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

29. Explain different models of e-commerce transactions.
30. What is mobile commerce? What are its business applications?
31. Explain different types of electronic payment systems.

(2 x 15 = 30 Marks)
