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(Pages: 2)

Name:

Reg. No.....

FOURTH SEMESTER B.Com. PROFESSIONAL DEGREE EXAMINATION, APRIL 2021

(CUCBCSS-UG)

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 the correct answer:

1. Which of the following involves exchanges among customers, business partners and the vendor?
a. E- Business b. E- Commerce c. Internet d. WWW
2. Amazon.com is an example of
a. B2B website b. B2E website c. B2C website d. C2C website
3. The protocols for communicating over the ARPAnet became known as _____
a. TCP b. FTP c. HTTP d. SMTP
4. Digital cash is one example of which of the following?
a. Online credit card fraud b. e-Wallets
c. Digital currency d. None of above
5. E-commerce is:
a. An organization using electronic media to purchase from to its suppliers
b. Any electronically mediated communication between an organization and its stakeholders
c. The use of electronic communications for all business processes
d. An organization using electronic media to sell direct to its customers
e. None of the above

II. Fill up the blanks:

6. _____ Business model have only physical presence.
7. TCP stands for _____
8. The _____ is an electronic magazine usually focused on a small subject area.
9. _____ is the e-business conducted using wireless devices.
10. VoIP stands for _____

(10 × 1 = 10 Marks)

PART B (Short Answer Questions)

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

11. What is Wais?
12. What do you mean by Sniffing?
13. What is Eavesdropping?
14. What do you mean by E-branding?
15. What is SSL?
16. What is C2B?
17. What is Trojan horse?
18. Define switching hub.
19. Explain E-commerce Management.
20. What is Extranet?

(8 × 2 = 16 Marks)

PART C (Short Essay Questions)

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

21. Explain the components of website.
22. What is smart card? Explain its features.
23. Explain the working of WWW
24. Explain the difference between E-Commerce and E-Business.
25. What is Portal? Explain types of portals.
26. Explain major B2C business models.
27. Explain the drawbacks of EDI.
28. Describe the history of E-Commerce.

(6 × 4 = 24 Marks)

PART D (Essay Questions)

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

29. Explain the provisions contained in the IT Act 2000.
30. What is Supply Chain Management? Explain the objectives and process of SCM.
31. What are the security issues on electronic payment system? Explain the solution to security issues on electronic payment system.

(2 × 15 = 30 Marks)
