

**20U418**

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Name: .....

Reg. No.....

**FOURTH SEMESTER B.Com. PROFESSIONAL DEGREE EXAMINATION, APRIL 2022**

(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 the correct answer:

1. Electronic exchange of business documents in a standard format is known as:  
(a) E-commerce      (b) E-business      (c) EDI      (d) None of these
2. 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
3. Web pages are prepared using this language.  
(a) HTML      (b) FTP      (c) HTTP      (d) None of these
4. This acts like a gatekeeper that examines each user's identification before allowing them to enter to the organizations internal networks.  
(a) Antivirus program (b) Biometrics      (c) Firewall      (d) None of these
5. Creating illegitimate sites that appear to be published by established organizations are known by this name.  
(a) Spoofing      (b) Snooping      (c) Sniffing      (d) Eavesdropping

II. Fill up the blanks:

6. \_\_\_\_\_ is concerned with the buying and selling information, products and services over computer communication networks.
7. \_\_\_\_\_ is a protocol which allows files to be transferred from one computer to another computer.
8. E-bay.com is an example of \_\_\_\_\_ model of e-commerce.
9. A \_\_\_\_\_ is an internet based interactive search device that enables a user to search for information on the internet.
10. The \_\_\_\_\_ is a kind of e-commerce, which refers to a company selling or buying from other companies.

**(10 × 1 = 10 Marks)**

**Part B (Short Answer questions)**

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

11. What is Supply Chain Management (SCM)?
12. What is Telnet?
13. What do you mean by Decryption?
14. What is a Smart Card?
15. What do you mean by Digital Signature?
16. What is Mobile Commerce?
17. What is Extranet?
18. What is corporate Website?
19. What is E-purse?
20. What is WWW?

**(8 × 2 = 16 Marks)**

**Part C (Short Essay Questions)**

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

21. Distinguish between E-commerce and E-business.
22. Discuss the important provisions under IT Act 2000.
23. Write a short note on EDI.
24. Explain the benefits of VoIP.
25. Explain the different models of Internet Advertising.
26. What are the different types of Web Portals?
27. Describe the various types of electronic payments used in E-commerce.
28. Discuss the various security issues in E-commerce.

**(6 × 4 = 24 Marks)**

**Part D (Essay Questions)**

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

29. Explain different models of E-commerce transactions.
30. Define Biometrics. Explain briefly the various types of biometrics.
31. What is E-commerce? Explain the importance and benefits of E-commerce.

**(2 × 15 = 30 Marks)**

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