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(Pages : 2)

Name.....

Reg. No.....

THIRD SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2018

(CUCBCSS—UG)

BCM 3C 03—E-COMMERCE MANAGEMENT

(Common for B.Com. Vocational)

[2014 Admissions]

Time : Three Hours

Maximum : 80 Marks

Part A

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

I. Choose the correct answer :

- 1 A business process that connects manufacturers, retailers, customers and suppliers in the form of a chain is called :
(a) SCM. (b) EDI.
(c) E-commerce. (d) None of these.
- 2 Creating illegitimate sites that appear to be published by established organizations are known by this name :
(a) Spoofing. (b) Snooping.
(c) Sniffing. (d) Encryption.
- 3 The card which includes an embedded integrated circuit chip is called :
(a) Credit card. (b) Debit card.
(c) Smart card. (d) e-cash.
- 4 A web page is transferred to users through :
(a) HTML. (b) FTP.
(c) HTTP. (d) None of these.
- 5 The network that does not allow an external user to access the company data is called :
(a) Intranet. (b) Internet.
(c) Extranet. (d) www.

(5 × 1 = 5 marks)

II. Fill in the blanks :

- 6 _____ is the most popular voice communication service in the world.
- 7 WSDL stands for _____.

Turn over

- 8 E-Commerce which is conducted between business to customer is called _____.
- 9 _____ is an internet-based interactive search device that enables a user to search for information on the internet.
- 10 _____ is a web site that provides a gateway to other resources in the internet.

(5 × 1 = 5 marks)

Part B (Short Answer Questions)

Answer any eight questions.

Each question carries 2 marks.

- 11 What is net surfing ?
- 12 What is telnet ?
- 13 What is web portal ?
- 14 What is biometrics ?
- 15 What is digital signature ?
- 16 What is E- banking ?
- 17 What is a network firewall ?
- 18 What is mobile commerce ?
- 19 What do you mean by WAIS ?
- 20 What is C2C e-commerce ?

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

Answer any six questions.

Each question carries 4 marks.

- 21 What are the problems and challenges of e-commerce ?
- 22 Explain the provisions contained in Information Technology Act 2000.
- 23 What is Smart card ? What are the advantages of Smart card ?
- 24 What is prepaid payment system ? What are the benefits of prepaid payment system ?
- 25 Discuss the need for a web site in E-commerce.
- 26 What is an internet protocol ? Explain different kinds of internet protocols.
- 27 Discuss the reasons for the failure of E- commerce.
- 28 What is VoIP ? What are advantages of VoIP ?

(6 × 4 = 24 marks)

Part D (Essay Questions)

Answer any two questions.

Each question carries 15 marks.

- 29 What is a web ? What are the advantages and disadvantages of web ?
- 30 Define Intranet and Extranet and discuss the advantages and disadvantages of them.
- 31 Explain the different security measures used in E-commerce and discuss the limitations e-security measures.

(2 × 15 = 30 marks)