D 51459

Name.............................

Reg. No.............................

THIRD SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2013

(UG–CCSS)

Complementary Course—Commerce

BC 3C 03—E-COMMERCE MANAGEMENT

Time : Three Hours

Maximum : 30 Weightage

Part A

This part consists of three bunches of questions carrying equal weightage.
Each bunch has four questions.
Answer all twelve questions.

A. Fill in the blanks :

 1 Kerberos is an encryption based system that uses ———.

 2 Interconnecting multiple computer across short distance is ———.

 3 XML is ———.

 4 ——— is platform free language.

B. Choose the correct answer from the brackets :

 5 Amazon.com comes under the following model :

    (a) B2B.   (b) B2C.

    (c) C2C.   (d) C2B.

 6 E-Commerce is not suitable for :

    (a) Sale/Purchase of expensive jewellery and antiques.

    (b) Sale/Purchase of mobile phones.

    (c) Sale/Purchase of branded clothes.

    (d) Online job searching.

 7 LDAP stands for :

    (a) Light Weight Data Access Protocol.

    (b) Light Weight Directory Access Protocol.

    (c) Large Data Access Protocol.

    (d) Large Directory Access Protocol.

Turn over

8 An *e*-business that allows consumer to name their own price for products and services is following which *e*-business model :

    (a) B2B.   (b) B2G.

    (c) C2C.   (d) C2B.

C. State True *or* False :

9 HTML is programming language.

10 Tools that is used to transfer data on the internet is called TCP.

11 Electronic checks are another form of electronic tokens.

12 Home banking is not an example of consumer oriented applications.

(12 × ¼ = 3 weightage)

Part B

*Explain **all** nine questions in one **or** two sentences each.*
Each question carries 1 weightage.

13 B2G.   14 WAN.

15 ISP.   16 PCA.

17 SOAP.   18 WAP.

19 VolP.   20 CRM.

21 S-HTTP.

(9 × 1 = 9 weightage)

Part C

*Answer any **five** questions.*
*Answer shall not exceed **one** page each.*
Each question carries 2 weightage.

22 Define E-brokerage. Explain its uses and advantages.

23 Define SMTP. State its features.

24 What are the different layers of TCP/IP protocol stack.

25 What are the advantages and disadvantages of a Smart Card ?

26 How do you achieve workflow automation in *e*-business environment ?

27 What are the steps involved in authentication ?

28 Explain E-cheques Vs. Credit Cards.

(5 × 2 = 10 weightage)

Part D

*Answer any **two** questions.*
Each question carries 4 weightage.

29 Explain models of E-Commerce.

30 Describe regulatory framework of *e*-commerce.

31 Describe biometric system, biometric authentication and types of biometrics.

(2 × 4 = 8 weightage)