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THIRD SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2015

(CUCBCSS—UG)

Complementary Course

BCM 3C 03—E-COMMERCE MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.
Each question carries 1 mark.

I. Choose the correct answer :

1 The cybercrime relating to monitoring data flow between shopper's computer and E-commerce server :

    (a) Sniffing.

    (b) Hacking.

    (c) Spoofing.

    (d) Phishing.

2 Which of the following is not a feature of E-commerce ?

    (a) SCM.

    (b) EDI.

    (c) WWW.

    (d) BPR.

3 E-banking is also known as :

    (a) ATM.

    (b) Traditional Banking.

    (c) Net Banking.

    (d) None of these.

4 M-commerce stands for :

    (a) Mega Commerce.

    (b) Mobile Commerce.

    (c) Micro Commerce.

    (d) Macro Commerce.

5 Which of the following provide security and privacy for the use of the web page content ?

    (a) HTTP.

    (b) HTML.

    (c) FTP.

    (d) None of these.

II. Fill up the blanks :

6 Companies use ———— networks to automate employee related corporate processes.

7 ———— is a systems approach to Managing the entire flow of information, materials and services from raw material suppliers through factories and warehouses to the end customer.

Turn over

8 ——————— is a global web in which millions of users are communicating with each other with the help of computers.

9 ——————— allows a business application on the computer of one organization to communicate directly with the business application on the computer of another company.

10 ——————— in the e-commerce may be a holder of a payment card such as credit card or debit card from an issuer.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

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

11 What is C2C E-commerce transaction ?

12 What is a search engine ?

13 What is the need for firewall security ?

14 What do you mean by the term www ?

15 What is meant by E-coin ?

16 Write a short note on SSL.

17 What is C2B E-commerce transaction ?

18 What is meant by the term Internet ?

19 Write a short note on SET.

20 What is a credit card ?

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

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

21 Write a note on B2B E-commerce transaction.

22 What is a prepaid payment system ? What are its benefits ?

23 What are the benefits of EDI ?

24 Briefly explain about the participants in an online electronic payment transaction.

25 Distinguish between E-commerce and E-business.

26 Write a note on B2C E-commerce transaction.

27 Explain the regulatory framework of E-commerce.

28 What are the components of a website ?

(6 × 4 = 24 marks)

Part D (Essay Questions)

Answer any two questions.
Each question carries 15 marks.

29 What is a web portal ? What are the different types of portal ?

30 What do you mean by the term biometrics ? What are the different types of biometrics ?

31 What do you mean by internet advertising ? What are the different models of internet advertising ?

(2 × 15 = 30 marks)