

D 12355

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Name.....

Reg. No.....

**THIRD SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2016**

(CUCBCSS—UG)

Complementary Course

BCM 3C 03—E-COMMERCE MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

**Section A**

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

**I. Choose the correct answer :**

- 1 A ——— traditional company that have a shop and offer face to face consumer experience is called
  - (a) Click and Mortar companies.
  - (b) Click only companies.
  - (c) Brick and Mortar companies.
  - (d) None of the above.
- 2 Online business attempts to reach individual customers is called ———.
  - (a) B2B.
  - (b) B2C.
  - (c) C2C.
  - (d) C2B.
- 3 Which one of the following is not come under EPS ?
  - (a) Debit Card.
  - (b) Credit Card.
  - (c) Paper currency.
  - (d) All of the above.
- 4 Cryptography is a technique used to ——— the data.
  - (a) Protect the data.
  - (b) Transfer data in the network.
  - (c) Translate data.
  - (d) None of the above.
- ✓ 5 Which one of the following is the cheapest way of publicity ?
  - (a) TV.
  - (b) Radio.
  - (c) Internet.
  - (d) Bill boards.

**II. Fill in the blanks :**

- ✓ 6 HTTP stands for is ———.

**Turn over**



- 7 Biometric is the science and technology of measuring and analyzing \_\_\_\_\_ data.
- 8 \_\_\_\_\_ means commercial transaction through internet.
- 9 Encryption and decryption form part of \_\_\_\_\_.
- 10 The first Information Technology Act came into effect in India during \_\_\_\_\_.

(10 × 1 = 10 marks)

### Section B

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

- 11 What is meant by extranet ?
- 12 What is B2G e-commerce ?
- 13 What is supply chain management ?
- 14 What do you mean by antivirus software ?
- 15 What is an electronic cheque ?
- 16 What is a debit card ?
- 17 Explain about the term EPS ?
- 18 What do you mean by e-cash ?
- 19 Write a short note on sniffing the network.
- 20 What is encryption ?

(8 × 2 = 16 marks)

### Section C

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

- 21 Discuss the impact of e-commerce in the business field.
- 22 What is a web portal ? Examine various types of web portals.
- 23 Distinguish between e-commerce and E-Business.
- 24 What is EDI ? What are the important steps involved in the working of EDI ?
- 25 Examine the challenges of e-commerce.
- 26 What are the important features of e-commerce ?



- 27 Define cyber crime. State any *five* cyber crime.
- 28 Discuss various models of internet advertising.

(6 × 4 = 24 marks)

**Section D**

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

- 29 Examine the role of biometrics in online transactions. Discuss different types of biometrics.
- 30 Examine the benefits and workings of Electronic Data Interchange (EDI).
- 31 What is Supply Chain Management ? Examine the major components and parties involved in SCM.

(2 × 15 = 30 marks)