

C 31092

(Pages : 3)

Name.....

Reg. No.....

THIRD SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2017

(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 service that communicates with clients through various set of standard protocols and technologies is called :
 - (a) VoIP.
 - (b) Web services.
 - (c) XML.
 - (d) None of these.
- 2 A web page is transferred to users computer through :
 - (a) HTML.
 - (b) FTP.
 - (c) HTTP.
 - (d) XML.
- 3 Business to consumer e- commerce involves customers gathering information, purchasing and receiving products through :
 - (a) Catalogue.
 - (b) Store.
 - (c) Electronic network.
 - (d) Web.
- 4 ATM card is a :
 - (a) Credit card.
 - (b) Debit card.
 - (c) Smart card.
 - (d) E-cash.
- 5 Which of the following is C2C e-commerce ?
 - (a) Financial services.
 - (b) Product distribution.
 - (c) Online auction.
 - (d) None of these.

Turn over

II. Fill in the blanks :

- 6 VoIP stands for _____.
- 7 _____ are used for signing and endorsing electronic cheques.
- 8 The process of making information unintelligible to the unauthorized reader is called _____.
- 9 _____ is the electronic exchange of business documents in a standard, computer processable, universally accepted format between trading partners.
- 10 Web pages are prepared using _____ language.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

Answer any **eight** questions.

Each question carries 2 marks.

- 11 What is WWW ?
- 12 What is encryption ?
- 13 What is spoofing ?
- 14 Define EDI.
- 15 What is B2G e-commerce ?
- 16 What is e-cash ?
- 17 What is intranet ?
- 18 Give two examples of search engines.
- 19 Write a short note on internet protocols.
- 20 What is SOA ?

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

Answer any **six** questions.

Each question carries 4 marks.

- 21 Explain the steps involved in E-commerce.
- 22 Discuss the benefit of internet advertising.
- 23 Explain the features of traditional commerce.
- 24 Explain advantages of extranet.

- 25 What is E-branding ? Explain the importance of e-branding ?
- 26 What is an electronic cheque ? Explain its advantages.
- 27 What are the advantages of Smart Cards ?
- 28 Explain the components of biometric ID systems.

(6 × 4 = 24 marks)

Part D (Essay Questions)

Answer any two questions.

Each question carries 15 marks.

- 29 What is supply chain management ? What are the processes involved in supply chain management ?
- 30 Define e-commerce. What are the factors influencing the success of e-commerce ?
- 31 What is a corporate web site ? Explain the process and needs of setting up web site for E-commerce.

(2 × 15 = 30 marks)