

D 71559

(Pages : 3)

Name.....

Reg. No.....

THIRD SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

(CUCBCSS—UG)

B.Com./B.Com. Vocational

BCM 3C 03—E-COMMERCE MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

(A) Choose the correct answer :

1 A digital signature is :

- | | |
|----------------------------|------------------------------|
| a) Scanned signature. | b) Signature in binary form. |
| c) Encrypting information. | d) Handwritten signature. |

2 Mechanism to protect private networks from outside attack is :

- | | |
|----------------|--------------|
| a) Antivirus. | b) Gateway. |
| c) Formatting. | d) Firewall. |

3 Telnet is a service that runs :

- | | |
|-----------------------|--------------------|
| a) Television on net. | b) Remote program. |
| c) Cable TV network. | d) Telenext. |

4 The concept of electronic cash is to execute payment by :

- | | |
|---------------------------------|--------------|
| a) Credit card. | b) ATM card. |
| c) Using computer over network. | d) Cheque. |

5 A traditional physical company that possess a building or store for operations and offer face-to-face consumer experience is called

- | | |
|--------------------------|---------------------|
| a) Click - and - mortar. | b) Click - only. |
| c) Brick - and - mortar. | d) Virtual company. |

(B) Fill in the blanks :

6 The feature _____ of means that e-commerce is available just about anywhere, at all times.

7 _____ is the unauthorized access and use of computer systems.

Turn over

- 8 _____ strings of text that are links to other pages.
9 _____ are rules that describe how clients and server communicate across a network.
10 SMTP stands for _____.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

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

- 11 What is Supply Chain Management ?
12 Explain the meaning of Portal.
13 State the meaning of intranet.
14 What do you mean by HTTP ?
15 Name any two B2C business models.
16 What is media convergence ?
17 What is meant by E-Branding ?
18 What is SSL ?
19 What is mean by Smart Card ?
20 What is mobile commerce ?

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

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

- 21 State the working of EDI.
22 What are the limitations of E-Commerce ?
23 Explain the business models of E-Commerce.
24 What are the various elements required to implement e-commerce strategies ?
25 Explain the business applications of M-Commerce.
26 Discuss the process of setting up website for E-Commerce.
27 Discuss the contents of corporate web site.
28 Explain the major solutions to security issues in e-commerce.

(6 × 4 = 24 marks)

Part D (Essay Questions)

*Answer any **two** questions.*

Each question carries 15 marks.

- 29 Discuss the role and significance of Supply Chain Management in e-commerce.
- 30 Briefly explain the different types of electronic payment systems.
- 31 Explain different models of internet advertising.

(2 × 15 = 30 marks)