

E 8519

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Reg. No.....

Name.....

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2019

Third Semester

Common Core Course (3) E—COMMERCE AND GENERAL INFORMATICS

(Common for Model I, Model II and U.G.C. Sponsored B.Com. Degree Programmes)

[2013—2016 Admissions]

Time : Three Hours

Maximum Marks : 80

Section A

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

1. What is ERP ?
2. Define Switching hub.
3. What is a cookie ?
4. What is P2P ?
5. What is SOA ?
6. What is a payment gateway ?
7. What is Electronic Purse ?
8. What is phishing ?
9. What do you understand by HTTP ?
10. What are Interstitials ?

(10 × 1 = 10)

Section B

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

11. Explain Community model.
12. What is Biometrics ?
13. What is VoIP ?
14. Explain Advertorials and E-zines.
15. Explain Loyalty building.
16. What is a digital signature ?

Turn over

17. What do you mean by supply chain management ?
18. What do you mean by Application Centric Portals ?
19. What do you mean by C2B ?
20. What is reverse auction ?
21. What is Paypal ?
22. What is polymorphic virus ?

(8 × 2 = 16)

Section C

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

23. Point out the advantages of M-Commerce.
24. Explain the important web service protocols and technologies.
25. Briefly explain the application of E-Commerce in Direct Marketing and Selling.
26. What is a password ? What are the requirements of a strong password ?
27. What are the components of website in E-Commerce ?
28. Explain the solutions to security issues in E-Commerce.
29. Distinguish asymmetric and symmetric encrypting.
30. What are the elements of e-branding ?
31. Explain the mechanism and advantages of E-cash.

(6 × 4 = 24)

Section D

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

32. Explain different types of electronic payment systems.
33. Explain different models of internet advertising.
34. Explain the benefits, challenges and limitations of E-Commerce.
35. Describe web development. Explain the measures for the promotion of websites.

(2 × 15 = 30)