

19001161



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Reg. No.....

Name.....

M.Com. DEGREE (C.S.S.) EXAMINATION, APRIL 2019

Fourth Semester

Faculty of Commerce

Branch—Elective—E-Commerce

EC 04 E02—ELECTRONIC COMMERCE

(2012 Admission onwards)

Time : Three Hours

Maximum Weight : 30

Section A

*Answer any **five** questions.*

Each question carries a weight of 1.

1. Define e-commerce.
2. What is digital signature ?
3. Who is a static software agent ?
4. What is supply chain management ?
5. What do you mean by structured documents ?
6. What is workflow automation ?
7. Explain URL.
8. Explain NSFNET.

(5 × 1 = 5)

Section B

*Answer any **five** questions.*

Each question carries a weight of 2.

9. Discuss the broad range of services rendered by internet.
10. Describe the activities of business process model from a consumer's perspective.
11. State the difference between push orientation and pull orientation.
12. List out the technological components of education on demand in electronic publishing.

Turn over





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13. Justify the reasons for the need of software agents.
14. Explain the services of architectural framework of e-commerce.
15. What is supply chain management ? What are its benefits ?
16. List out the various components of I-way.

(5 × 2 = 10)

Section C

*Answer any **three** questions.
Each question carries a weight of 5.*

17. Explain the chronological history of the internet.
18. Explain in detail the client-server network security threats and the steps/tools taken to control the threats.
19. Explain how smart cards and credit cards have roles in e-commerce application.
20. What is EDI ? Explain its architecture and functions.
21. What is internet advertising ? Discuss the methods of internet advertising.
22. Explain the various categories of Software Agents and its features.

(3 × 5 = 15)

