

20000161



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Reg. No.....

Name.....

M.Com. DEGREE (C.S.S.) EXAMINATION, MAY 2020

Fourth Semester

Faculty of Commerce

Elective E—Commerce

EC04 E02—ELECTRONIC COMMERCE

(2012 Admissions—Regular)

Time : Three Hours

Maximum Weight : 30

Section A

*Answer any **five** questions.*

Each question carries a weight of 1.

1. Define Market Research.
2. Describe Media Convergence through electronic commerce.
3. Write notes on Global Information Distribution Network.
4. What do you mean by Encrypted documents ?
5. Narrate the factors to be considered in Hyper Text Publishing.
6. State the meaning and significance of Smart Card.
7. Give the different types of Digital Document.

(5 × 1 = 5)

Section B

*Answer any **five** questions.*

Each question carries a weight of 2.

8. What is Supply Chain Management ? Explain the features of SCM.
9. Discuss the practice of charting the Online Market Process.
10. Illustrate the consumer application for electronic commerce.
11. State the chronological history of Internet.

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12. What is ISP? Explain the functions of ISP.
13. Discuss the architectural framework for e-commerce world wide web.
14. How will you organise a corporate data warehouse ? Explain the importance of corporate data warehouse.
15. Elucidate the different types of Electronic Payment System.
16. Elucidate the technology behind software agents.

(5 × 2 = 10)

Section C

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

17. What is Electronic Data Interchange ? Discuss the applications of EDI in business specifying the Legal Security and Privacy issues while using in a business.
18. Mention the different techniques of advertising on the internet. Also critically examine the drawbacks of e-advertisement.
19. Define e-commerce. Illustrate the anatomy of e-commerce application.
20. State the significance of server Network Security. Specify the techniques to overcome the server security threats with special reference to firewall.
21. Discuss the provisions of digital copyright in e-commerce.
22. Define Information Filtering. Explain the emerging tools for information filtering which will enhance consumer interface.

(3 × 5 = 15)

