

E 7498

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Reg. No.....313

Name.....Fahad. P. U

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2017

Third Semester

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

(Common for Model I, Model II and UGC Sponsored B.Com. Degree Programmes)

Time : Three Hours

Maximum Marks : 80

Section A

Answer all questions.

Each question carries 1 mark.

1. What is Digi Cash ?
2. What do you mean by firewalls ?
3. Explain proximity smart card.
4. What do you mean by SSL ?
5. What is meant by e-marketing ?
6. What is C2B e-commerce ?
7. What is D-commerce ?
8. Explain Worms.
9. What is debit card ?
10. Explain reverse auction.

(10 × 1 = 10)

Section B

Answer any eight questions.

Each question carries 2 marks.

11. What is cyber cash ?
12. What do you mean by supply chain management ?

Turn over

13. Explain Decryption.
14. Describe web commerce.
15. Explain digital certificate.
16. What is subscription model ?
17. Write short note on Biometric authentication.
18. What do you mean by hacking ?
19. Explain catalogue merchant.
20. What is B2B vertical market ?
21. What do you mean by peer to peer payments ?
22. Explain e-valet.

(8 × 2 = 16)

Section C

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

23. Explain EFT.
24. What are the requirements for digital payment ?
25. What is the importance of building trust of customers in e-commerce ?
26. Discuss the difference between traditional commerce and e-commerce.
27. What is the basic infrastructure required for e-commerce ?
28. Write a note on encryption.
29. What are the various ways for making payments in e-commerce ?
30. Discuss the different marketing techniques used in e-commerce.
31. Explain the salient features of ERP.

(6 × 4 = 24)

Section D

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

32. Explain various models of e-commerce.
33. Explain how e-commerce can be applied in value chain integration and supply chain management.
34. Briefly explain the process for setting up of e-commerce business.
35. Elaborate the advantages and disadvantages of e-payment system.

(2 × 15 = 30)