

**PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)**

**BCom DEGREE EXAMINATION DECEMBER 2018  
(Fifth Semester)**

Branch - **COMMERCE (e-COMMERCE)**

**FUNDAMENTALS OF e-COMMERCE AND in-COMMERCE**

Time ; Three Hours

Maximum : 75 Marks

**SECTION-A (20 Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** marks (10 x 2 = 20)

- 1 Define e-Commerce.
- 2 What is E-CRM?
- 3 What is a Firewall?
- 4 Define Decryption.
- 5 What is Internet topology?
- 6 Expand **EDI** and **ISP**.
- 7 Define Credit Card.
- 8 What is Mobile Commerce?
- 9 What is Mobile Computing?
- 10 Expand CDMA and EDGE.

**SECTION - B (25 Marks)**

Answer **ALL** Questions

**ALL** Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a What are the force fueling of e-Commerce?  
OR  
b Discuss in detail about the types of e-Commerce.
- 12 a Explain in detail about Security threats.  
OR  
b Write a note on Transaction Security.
- 13 a Discuss in detail about the Internet.  
OR  
b Explain the types of Internet Topologies?
- 14 a Write a note on Smart Card.  
OR  
b State the legal risk of e-Payments.
- 15 a Discuss about the Radio Frequency identification.  
OR  
b Write a note on SMS.

**SECTION - C (30 Marks)**

Answer any **THREE** Questions

**ALL** Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Explain the anatomy of e-Commerce application.
- 17 Discuss in detail about Digital Signature.
- 18 Explain the application of EDI in business.
- 19 Discuss in detail about Mobile Banking.
- 20 Explain the emerging technology in Mobile Computing,

Z-Z-Z

END