

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

**BCom DEGREE EXAMINATION MAY 2017
(Fifth Semester)**

Branch - e-COMMERCE

FUNDAMENTALS OF e-COMMERCE AND m-COMMERCE

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer ALL questions

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

- 1 What is multi-media?
- 2 What do you mean by home-shopping?
- 3 What do you mean by multi-threading?
- 4 What is mean by firewall?
- 5 What do you mean by MIME?
- 6 What is EDI?
- 7 What is meant by e-cheque?
- 8 Define mobile commerce.
- 9 What is mobile computing?
- 10 What do you mean by wireless spectrum?

SECTION - B (25 Marks)

Answer ALL Questions

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

- 11 a Write short note on consumer e-commerce.
OR
b Discuss about e-commerce and the retail industry.
- 12 a Explain in detail about data and message security.
OR
b Write short note on server security threats.
- 13 a Discuss about internet service provider.
OR
b Write the benefits of EDI.
- 14 a How to designing electronic payment? Discuss.
OR
b Write short note on credit cards.
- 15 a Write short note on CDMA.
OR
b Write the functions of mobile computing.

SECTION - C (30 Marks)

Answer any THREE Questions

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

- 16 Explain the anatomy of e-commerce applications.
- 17 Write the concepts of encryption and its types.
- 18 What do you meant by internet topology and explain its types.
- 19 What are the factors affecting for successfulness of m-commerce? Explain.
- 20 Explain in detail about wireless broadband.