

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

**BCom DEGREE EXAMINATION DECEMBER 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 B2B e-commerce?
- 2 What is Inter organisational e-commerce?
- 3 Define encryption.
- 4 What is meant by network security?
- 5 Define EDI,
- 6 What is internet?
- 7 Define debit card.
- 8 What is mobile banking?
- 9 What is SMS?
- 10 Expand GSM and GPRS.

SECTION - B (25 Marks)

Answer **ALL** Questions

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

- 11 a State the anatomy of e-commerce.
OR
b Write a note on E-CRM.
- 12 a Write a note on digital signature.
OR
b Explain the concepts of encryption and its types.
- 13 a Write a note on internet service provider.
OR
b Mention the steps involved in Interactive Marketing Process on internet.
- 14 a Explain debit card and credit card.
OR
b Discuss about mobile banking.
- 15 a Write a note on mobile computing.
OR
b Explain Bluetooth.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Describe the frame work of e-commerce.
- 17 What is a firewall? Explain its types.
- 18 Explain the types of Internet topologies.
- 19 State the factors for successful of m-commerce.
- 20 Describe the wireless delivery technology and switching methods.