

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

**BCom DEGREE EXAMINATION DECEMBER 2017
(Second Semester)**

Branch- COMMERCE WITH COMPUTER APPLICATIONS

FUNDAMENTALS OF E-COM & M-COM

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks!)

Answer **ALL** questions

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

- 1 Define the term E-Commerce.
- 2 What do you understand by E-CRM?
- 3 What do you mean by Network security?
- 4 What is a Transaction security?
- 5 Expand -EDI.
- 6 What is an Internet?
- 7 What does E-cheque mean?
- 8 What is the meaning of the Term m-commerce?
- 9 Define 'mobile computing'.
- 10 What is a protocol?

SECTION - B (25 Marks!)

Answer **ALL** Questions

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

- 11 a Analyse the forces fueling E-commerce in detail.
OR
b What are the Types of E-commerce.
- 12 a Explain about E-commerce security.
OR
b Write a short Note on: "Digital signature".
- 13 a What are the Limitations of EDI?
OR
b What are 'Internet service providers'?
- 14 a Bring out the Demerits of m-commerce.
OR
b What are the Types of Internet Topology.
- 15 a What are the Functions of mobile computing?
OR
b Describe about the wireless Application protocol.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Explain in detail about E-commerce Framework.
- 17 What are the Emerging client - server security Threats?
- 18 What are the consumer oriented Applications in e-commerce?
- 19 List out the Legal Risks of e-payment.
- 20 What are the Emerging Technologies in mobile computing? Explain.