PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BVoc DEGREE EXAMINATION MAY 2023
(Fourth Semester)

Branch – **BANKING, STOCK AND INSURANCE**

FUNDAMENTALS OF e-COMMERCE AND m-COMMERCE

Time: Three Hours   Maximum: 50 Marks

SECTION - A (5 Marks)
Answer **ALL** questions
ALL questions carry **EQUAL** marks   (5 x 1 = 5)

1   In which one of the following type of E-Commerce, consumer sells to consumer directly?
   (i)   C2B   (ii) B2C
   (iii) B2B   (iv) C2C

2   Which of the following is the transformation of normal text known as "Plain text" into unreadable or secret text known as "Cipher text" using encryption algorithm?
   (i)   Firewall   (ii) Antivirus software
   (iii) Encryption   (iv) TTP

3   For secure EDI transmission on Internet_____.
   (i)   MIME is used   (ii) S/MIME is used
   (iii) PGP is used   (iv) TCP/IP is used

4   Which of the following refers to buying and selling of goods or services through the use of Internet enabled wireless devices?
   (i)   L-Commerce   (ii) E-Commerce
   (iii) M-Commerce   (iv) T-Commerce

5   What is the full form of GPS?
   (i)   Global Positioning System   (ii) Global Postal System
   (iii) Grand Positioning System   (ii) Google Positioning System

SECTION - B (15 Marks)
Answer **ALL** Questions
ALL Questions Carry **EQUAL** Marks   (5 x 3 = 15)

6   a   Bring out the categories of e-commerce? Explain.
                    OR
    b   State the advantages of electronic commerce.

7   a   Describe the importance of 'Firewall Security Policy'.
                    OR
    b   Narrate the advantages of 'Proxy Server'.

8   a   State the features of internet service provider.
                    OR
    b   Explain any two elements of an 'EDI'.

9   a   Describe the advantages of Mobile Commerce.
                    OR
    b   Trace the issues of Mobile Banking.

10 a   Explain Mobile Computing.
                 OR

    b   State the uses of Radio Frequency Identification (RJFD)

SECTION -C (30 Marks)
Answer ALL questions
ALL questions carry EQUAL Marks   (5 x 6 = 30)

11 a   Examine various e-commerce infrastructures.
                 OR

    b   Enumerate the future of E-Commerce in India.

12 a   Differentiate 'Public-Key Encryption' and 'Private-Key Encryption'.
                 OR

    b   Highlight the various kinds of security threads faced by an organization.

13 a   Enumerate the benefits of EDI.
                 OR

    b   Elucidate the Interactive Marketing Process on the internet.

14 a   Discuss the objectives of M-Commerce.
                 OR

    b   Categorize the supportive technologies of Mobile Banking.

15 a   Differentiate 'E-Commerce' and 'M-Commerce'.
                 OR

    b   Analyse the security issues in Mobile Computing.

Z-Z-Z   END