

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2023
(Sixth Semester)

Branch – E-COMMERCE

DISCIPLINE SPECIFIC ELECTIVE - II: E-COMMERCE TECHNOLOGY

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 1 = 10)

1. Which products are people most likely to be comfortable buying on the internet?
(i) Books (ii) Furniture
(iii) Movies (iv) All of the above
2. Digital products are best suited for B2C e-commerce because they:
(i) commodity like products
(ii) Can be mass-customized and personalized
(iii) Can be delivered at the time of purchase
(iv) All of the above
3. What is the name for direct computer-to-computer transfer of transaction information contained in standard business documents?
(i) Internet commerce (ii) E-commerce
(iii) Transaction information transfer (iv) Electronic data interchange
4. Which of the following is used in B2B to pay for purchases?
(i) e-commerce (ii) financial electronic data interchange
(iii) electronic data exchange (iv) electronic checks
5. What scrambles the contents of a file so you can't read it without having the right decryption key?
(i) Encryption (ii) Intrusion-detection software
(iii) Security-auditing software (iv) All of the above
6. What is an encryption system that uses two keys: a public key that everyone can have and a private key for only the recipient?
(i) Encryption (ii) Public key encryption
(iii) Intrusion-detection software (iv) Security-auditing software
7. Trust card is introduced by
(i) BSNL and itzcash (ii) BSNL and oxicash
(iii) BSNL only (iv) None of the above
8. PaisaPay is offered only by
(i) Homeshop18.com (ii) eBay.in
(iii) amazon.com (iv) none of the above
9. What is the legal protection afforded an expression of an idea, such as a song, video game, and some types of proprietary documents?
(i) Ethics (ii) Intellectual property
(iii) Copyright (iv) Fair Use Doctrine

Cont...

10. Cyber slacking consists of what activities?
- (i) Visiting "inappropriate" web sites
 - (ii) Visiting news sites
 - (iii) Chatting online with others about non-work topics
 - (iv) All of the above

SECTION - B (35 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 7 = 35)

11. a) Write notes on (i) Search Engine (ii) Firewall.
(OR)
b) Explain the characteristics of IT.
12. a) Discuss how E-Commerce is helpful to business success.
(OR)
b) Describe the factors influencing the success of E-Commerce.
13. a) Explain the VPS and DNS.
(OR)
b) What is the need for setting up an e-commerce system?
14. a) Discuss the models Internet Advertising.
(OR)
b) What are the Security issues to be taken into account in E-Commerce.
15. a) What is the importance of Supply Chain Integration and Coordination?
(OR)
b) Discuss HTTP and FTP briefly.

SECTION - C (30 Marks)

Answer any THREE Questions

ALL Questions Carry EQUAL Marks

(3 x 10 = 30)

16. Enumerate various types of Networks.
17. Discover the role of website in e-commerce.
18. Analyze the different types of testing and its needs.
19. Trace the security protocol. Explain in detail various security protocol for securing e-commerce network.
20. Identify the various security issues in e-business. Explain by citing examples.

Z-Z-Z

END