

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
MSc DEGREE EXAMINATION MAY 2023
(Third Semester)

Branch – COMPUTER SCIENCE

DISCIPLINE SPECIFIC ELECTIVE – II : ELECTRONIC COMMERCE

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 _____ e-commerce transaction provides the benefits of eliminating the requirement of a middle man.
(i) B2B (ii) B2G
(iii) C2B (iv) B2C
- 2 The first step of web development is the
(i) Design (ii) Content
(iii) Development (iv) Launch
- 3 _____ of the site is necessary to resolve any issues that might arise before the customer.
(i) Statistical format (ii) Analytical reports
(iii) Technology selection (iv) Customer retention
- 4 _____ is not a type of e-payment system.
(i) ETB (ii) EFT
(iii) E-Cash (iv) E-product
- 5 The trade mark is made up of _____.
(i) Symbol (ii) Number
(iii) Technical shape (iv) Letters

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a Write about Marketing on the Internet.
OR
b Discuss about business plan in E-commerce.
- 7 a Define about Design Criteria.
OR
b Explain about Anatomy of a site.
- 8 a Define Test plan in implementation & Maintenance.
OR
b Write about implementation manager's job.

Cont...

- 9 a Write about Electronic Payment Media.
OR
b Explain the following i) Credit Card ii) Debit Card iii) Smart Card.
- 10 a Distinguish between Trade Mark and Trade Name.
OR
b Write about the major threats in E-Commerce.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Briefly discuss about the online-shopping in E-Commerce.
OR
b Discuss about Advantages and Limitations of E-Commerce.
- 12 a Explain about web Navigation design.
OR
b Briefly explain the website evolution and usability testing.
- 13 a Briefly explain about Project Management.
OR
b Explain the Monitoring website Traffic.
- 14 a Briefly explain E-Security in Payment System.
OR
b Discuss about Digi-cash and E-cash.
- 15 a Explain the question of Liability.
OR
b Briefly explain improving the ethical climate.

Z-Z-Z

END