

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

MCom DEGREE EXAMINATION MAY 2024  
(Fourth Semester)

Branch – COMMERCE

MAJOR ELECTIVE COURSE – II: e - COMMERCE

Time: Three Hours

Maximum: 50 Marks

**SECTION-A (5 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 Which type of e-commerce involves businesses selling products or services to consumers?  
(i) B2B (Business-to-Business) (ii) B2C (Business-to-Consumer)  
(iii) C2C (Consumer-to-Consumer) (iv) B2G (Business-to-Government)
- 2 What is the primary function of DNS (Domain Name System)?  
(i) To encrypt internet traffic  
(ii) To convert IP addresses to domain names  
(iii) To regulate internet speed  
(iv) To manage email communication
- 3 What does the term "EDI" stand for?  
(i) Electronic Database Integration (ii) Efficient Data Interchange  
(iii) Electronic Data Interchange (iv) External Data Integration
- 4 What is the term for the process of converting encrypted data back into its original form?  
(i) Encryption (ii) Decryption  
(iii) Encoding (iv) Hashing
- 5 What is the primary goal of content marketing on the internet?  
(i) Direct Sales  
(ii) Increasing website traffic  
(iii) Building brand awareness and credibility  
(iv) conducting research

**SECTION - B (15 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Discuss about the framework of E-commerce.  
OR  
b State about the E-commerce Model B2B.
- 7 a Components of I-Way – Explain.  
OR  
b Narrate a note on Internet Terminology.
- 8 a Explain Value Added Network(VAN).  
OR  
b Illustrate about EDI and Software Implementation.
- 9 a Write a note on Network Security.  
OR  
b Analyse the risks in E-Payment system.
- 10 a New Age Information Based Marketing – Analyse.  
OR  
b Discuss about Desktop Video Processing.

Cont...



**SECTION -C (30 Marks)**  
Answer any **Three** questions  
**ALL** questions carry **EQUAL** Marks

(3 x 10 = 30)

- 11 Evaluate the benefits and drawbacks of E-Commerce.
- 12 Determine the architecture and components of NSFNET.
- 13 Enumerate about EDI Applications in Business.
- 14 Appraise Electronic Payment Systems and its types.
- 15 Classify the various modes of Internet Advertising.

Z-Z-Z

END