

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2024
(First Semester)

Branch – e-COMMERCE

BASICS OF e-COMMERCE AND m-COMMERCE

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which dimension of e-commerce that enables commerce across national boundaries? a. Interactivity b. Global Reach c. Richness d. Ubiquity	K1	
	2	Select the function of E-commerce . a. marketing b. advertising c. warehousing d. All of these	K2	
2	3	Which can be defined as the protection of network resources against unauthorized disclosures etc.? a. Network protection b. Network security c. Network threats d. Site security	K1	
	4	What is an internal organizational Internet that is guarded against outside access by a special security feature called a firewall? a. Intranet b. M-Commerce c. M-banking d. WWW	K2	
3	5	Select the electronic cheque payments developed, it is assumed that most of the transactions will be. a. Customers to customers b. Customers to business c. Business to business d. Banks to banks	K1	
	6	What are plastic cards the size of a credit card that contains an embedded chip on which digital information can be stored? a. Customer relationship management systems cards b. E-government identity cards c. FEDI cards d. Smart cards	K2	
4	7	Select electronic commerce transaction that a conducted with a mobile device. a. Mobile Commerce b. Mobile Portal c. Location-Based Commerce d. Mobile Computing	K1	
	8	Which of the following refers to buying and selling of goods or service through the use of internet enabled wireless devices? a. Internet b. M-Commerce c. M-banking d. WWW	K2	
5	9	Choose an integration of wireless networks accessed through handheld devices and internet. a. L-Commerce b. M-Commerce c. E-banking d. T-Commerce	K1	
	10	Which of the following is a limitation of M-commerce? a. Convenience b. Reduces transaction cost c. Provides global reach d. User interface is less convenient	K2	

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	State the various key elements of Business model.	K2	
	(OR)			
	11.b.	Summarises the challenges of e-commerce.		

Cont...

2	12.a.	Discuss the applications of EDI in business.	K2	
	(OR)			
	12.b.	What are the types of ISP? Explain.		
3	13.a.	Build the properties of e-Cash.	K3	
	(OR)			
	13.b.	Explain the payment of electricity bill through online payment.		
4	14.a.	Inference the securing issues in M-Commerce.	K4	
	(OR)			
	14.b.	What are the classifications of wireless broadband? Explain.		
5	15.a.	Analyse the common e-commerce security threats.	K4	
	(OR)			
	15.b.	Conclude the features of client/server network.		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Deliberate the major categories of e-commerce.	K6	
2	17	Evaluate the Mercantile process model.	K5	
3	18	Enumerate the types of credit cards.	K6	
4	19	Narrate the advantages and disadvantages of M-Commerce.	K5	
5	20	Discuss the network security issues in e-commerce.	K4	

Z-Z-Z

END