

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2024
(Fourth Semester)

Branch – COMMERCE (COMPUTER APPLICATIONS)

FUNDAMENTALS OF e-COMMERCE & 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. Which of the following is part of the four main types for e-commerce?
 - (i) B2B
 - (ii) B2C
 - (iii) C2B
 - (iv) All of the above
2. Who protects system from external threats?
 - (i) firewall
 - (ii) EDI
 - (iii) ERP
 - (iv) Script kiddies
3. EDI requires -----
 - (i) Representation of common business documents in computer readable forms
 - (ii) Data entry operators by receivers
 - (iii) Special value added networks
 - (iv) Special hardware at co-operating Business premises
4. M-commerce provides the user with the advantage of.....
 - (i) Flexibility
 - (ii) Ubiquity
 - (iii) Authority
 - (iv) Both a and b
5. What is e-governance?
 - (i) Electronic government
 - (ii) Engaging government
 - (iii) Efficient government
 - (iv) Effective government

SECTION - B (15 Marks)

Answer ALL Questions

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

- 6 a) Explain the network infrastructure for E-Commerce.
OR
b) Identify the types of E-Commerce.
- 7 a) Classify the Types of Firewall.
OR
b) Discuss the overview of Electronic Payment System.
- 8 a) Explain the dimensions of internal electronic commerce system.
OR
b) Outline the Internet Service Provider.
- 9 a) Summarize the objectives of Mobile Commerce.
OR
b) List out the benefits of E-Retailing.
- 10 a) Explain the security issues of E-Commerce.
OR
b) State the types of Electronic Surveillance.

Cont...

SECTION -C (30 Marks)

Answer any **Three** questions

ALL questions carry **EQUAL** Marks (3 x 10 = 30)

11. Examine the various types of Online Intermediaries.
12. Evaluate the credit card based Electronic Payment Systems.
- 13 Elaborate the application of EDI in Business.
14. Criticize the factors influencing Mobile Commerce.
15. Discuss the functions of Mobile Computing.

Z-Z-Z

END