

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BVOC DEGREE EXAMINATION DECEMBER 2023
(Fourth Semester)

Branch – BANKING, STOCK AND INSURANCE

FUNDAMENTALS OF e-COMMERCE AND 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 All electronically mediated information exchanges are known as _____.
(i) E – business (ii) E – Commerce
(iii) Digital business (iv) Digital Banking
- 2 _____ is basically a secure gate between our organisation data and internet.
(i) Antivirus (ii) Privacy
(iii) Network firewall (iv) Acquirer
- 3 _____ is a set of standards developed in the 1960s to exchange business information and to do electronic transactions.
(i) EDI (ii) Protocols
(iii) TCP/IP (iv) HRM
- 4 Which of the following refers to buying and selling of goods or services through the use of Internet enabled wireless devices?
(i) E –Commerce (ii) M – Commerce
(iii) M – Banking (iv) www
- 5 Who was the founder of Bluetooth?
(i) Ericson (ii) Martin cooper
(iii) Steve jobs (iv) Apple

SECTION - B (15 Marks)

Answer ALL Questions

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

- 6 a What forces are fueling e – commerce ?
OR
b What are inter organisation transaction in E –Commerce?
- 7 a What is the use of client server network security?
OR
b What do you mean by public encryption ? Explain.
- 8 a List out the tangible benefits of EDI.
OR
b Briefly explain the different types of network topologies.
- 9 a State the advantages of M –Commerce.
OR
b List out the benefits of mobile banking.
- 10 a What is mobile computing and how is it used to improve E –Commerce?
OR
b Summarise the functions of mobile computing.

Cont...

SECTION -C (30 Marks)
Answer any **Three** questions
ALL questions carry **EQUAL** Marks (5 x 6 = 30)

- 11 a Define E – Commerce. State the types of E – Commerce.
OR
b Discuss the architectural frameworks of electronic commerce.
- 12 a Explain the different types of networks.
OR
b Explain the concept of encryption and its types.
- 13 a Describe the EDI applications in Business.
OR
b What are the connectivity options provided by ISP to improve performance?
- 14 a Critically examine the supportive technologies for M – Commerce.
OR
b Discuss the factors that affects the success of M- Commerce.
- 15 a List out the characteristics of mobile computing.
OR
b Enumerate the security issues in mobile computing.

Z-Z-Z

END