PSG COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)

BCOM DEGREE EXAMINATION DECEMBER 2023

(First Semester)

Branch - COMMERCE (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

 $(10 \times 1 = 10)$

Module No.	Question No.	Question	K Level	CO
1	1	Which involves buying and selling of goods and services over the internet? a. e-Business b. e-Commerce c. e-Cash d. e-Markets	K1	CO1
	2	What is an exchange of structured business documents electronically in a standard format? a. VAN b. FTP c. EDI d. EFT	K2	CO2
2	3	Which is a communication network which bridges all the small computer networks into worldwide as a whole? a LAN b. WAN c. Internet d. Extranet	K1	CO2
	4	Which allows one company to send information to another company electronically rather than with paper in EDI? a. Step b. Method c. Communication d. Process	K2	CO2
3	5	Find in electronic cheque payments developed, it is assumed that most of the transactions will be. a. Business to business b. Business to consumers c. Consumer to consumers d. All of these	K1	CO3
	6	Which is a kind of payment card that transfers funds directly from the consumer bank account to the merchants? a. Debit card b. Credit card c. Smart card d. All of these	K2	CO3
4	7	Which of the following devices is internet enabled wireless devices? a. Mobile b. Tablet c. Smart phone d. All of these	K1	CO4
	8	Which provides the user with the advantage of flexibility and ubiquity? a. L-Commerce b. M-Commerce c. E-banking d. T-Commerce	K2	CO ²
5	9	Which is involves buying and selling of goods and services over the internet? a. E-Commerce b. M-Commerce c. E-banking d. L-Commerce	K1	CO
	10	Which of these devices can be carried by the user wherever he/she goes? a. Mobile phone b. Desktop PC c. Palmtop d. Both a and c	K2	CO

SECTION - B (35 Marks) Answer ALL questions

ALL questions carry EQUAL Marks

 $(5 \times 7 = 35)$

Module No.	Question No.	Question	K Level	со
1	11.a.	Analyse the potentials of e-Commerce.		
	(OR)		К4	CO1
	11.b.	Distinguish between traditional commerce and E-commerce.		
2	12.a.	Explain the advantages of using EDI for an organization.		
	(OR)			CO2
	12.b.	Discuss the types of threats in transaction over the internet.		
	13.a.	Inference the features of electronic payment system.	77.4	CO3
3	(OR)		K4	1 003
	13.b.	Explain the features of B2B e-commerce.		
	14.a.	Summaries the features of mobile commerce.		
4	(OR)		K2	CO4
	14.b.	Conclude the components of mobile computing systems.		
	15.a.	State the technologies involved in e-commerce.	_	
5	(OR)		K2	CO5
_	15.b.	Explain the elements of data security.		<u> </u>

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry **EQUAL** Marks $(3 \times 10 = 30)$

Module No.	Question No.	Question	K Level	CO
1	16	Narrate the myths of e-commerce.	K6	CO1
2	17	Criticize the legal, security and privacy issues of EDI.	K.5	CO2
3	18	Describe the components of internet payment system	K4	CO3
4	19	Explain the functions of Mobile computing.	K5	CO4
5	20	Elaborate the fraud Management system.	K6	CO5