

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION DECEMBER 2024
(Fourth Semester)

Branch – COMMERCE WITH COMPUTER APPLICATIONS
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. Which of the following describes e-commerce?
a) Doing business electronically b) Doing business
c) Sale of goods d) Trading
2. Which type of card is a kind of payment card that transfers fund directly from the consumer's bank account to the merchant?
a) Debit card b) Credit card c) Smart card d) Payment card
3. What is the name for direct computer-to-computer transfer of transaction information contained in standard business documents?
a) internet commerce b) e-commerce
c) transaction information transfer d) electronic data interchange
4. Essential financial elements needed to develop successful business model in any field are _____
a) value proposition b) Revenue Model
c) competitive Advantage d) Hybrid Model
5. Which of the following is not a type of mobile app?
a) Native App b) Hybrid App c) Web App d) Desktop App

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

11. a) Bring out the forces fueling E-Commerce.
OR
b) Analyze the Network Infra structure for E-Commerce.
12. a) Narrate Credit card-based E-Payment systems.
OR
b) Classify the types of Firewalls.
13. a) Organize the issues behind Document Infra structure.
OR
b) Show EDI Application in Business.
14. a) Describe the significance of the PASS Model.
OR
b) Outline the objectives of M-Commerce
15. a) Summarize the emerging technologies in Mobile Computing.
OR
b) How Mobile Commerce risk security and payment methods are handled?

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 x 10 = 30)

16. Classify the types of E-Commerce.
17. Justify E-Payment systems with example.
18. Elucidate Corporate Data Warehousing with example.
19. Differentiate E-Retailing from Traditional Retailing.
20. Highlight Infra structure and Fraud prevention methods for M-Payment.

Z-Z-Z- END