

me: Three Hours

Maximum: 75 Marks

Answer ALL questions

questions carry **EQUAL**

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Module No.	Question No.	Question	K Level	CO
1	1	Which among the following products is suitable for E-Commerce? a) Books b) Healthcare c) Product service d) Car	K1	CO1
	2	The World Wide Web (WWW) was introduced in the year a)1994 b)1996 c)1992 d)1990	K2	CO1
2	3	What standards EDI are used for ? a) Not universally available b) Essential for B2B commerce c) Not required for B2B commerce d) Need to be evolved	K1	CO2
	4	EDI is the electronic interchange of business information using _____ a) Internet b) Middle man c) Standardized Format d) Secured Server	K2	CO2
3	5	What does a digital wallet allow an individual to do? a)Make electronic transactions b) Store physical cash c) Access social media d) Write digital checks	K1	CO3
	6	What is a credit card based on? a) Prepaid funds loaded onto the card b) The cardholder's promise to pay the issuer for the amount spent c) Direct access to the cardholder's bank account d) A monthly subscription fee	K2	CO3
4	7	What year did m-commerce begin? a) 1955 b) 1977 c) 1989 d) 1997	K1	CO4
	8	The first company to engage in m-commerce was _____ a) Pepsi b) Coca Cola c) Cadbury d) Apple	K2	CO4
5	9	Which of the following option is not the advantages from e-commerce ? a) increase in customer availability b) Always available c) Increase in credibility d) convenience in comparability	K1	CO5
	10	All electronically mediated information exchanges are referred to as _____ a) E-Business b) Digital Business c) E-Commerce d) None of the above	K2	CO5

Cont...

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.	Categorize the type of e-Commerce.	K4	CO1
		(OR)		
	11.b.	Examine the forces fueling e-Commerce.		
2	12.a.	Identify the EDI applications in Business.	K3	CO2
		(OR)		
	12.b.	Demonstrate Mercantile Process model with example.		
3	13.a.	Apply the security requirements of Electronic Payment system.	K3	CO3
		(OR)		
	13.b.	Build the security standard for Electronic Payment system.		
4	14.a.	Discover the enhanced features of WAP.	K4	CO4
		(OR)		
	14.b.	Examine Mobile Commerce Payment operations with example.		
5	15.a.	Explain Fraud management system in M-Commerce.	K5	CO5
		(OR)		
	15.b.	Justify client-server Network security.		

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	Construct e-Commerce Framework in detail.	K6	CO1
2	17	Outline the Interactive marketing process on Internet.	K4	CO2
3	18	Examine the. Risks associated with electronic payments.	K4	CO3
4	19	Explain Mobile payment standardization in detail.	K5	CO4
5	20	Perceive the emerging security issues in e-Commerce.	K5	CO5

Z-Z-Z

END