

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION DECEMBER 2024
(Fifth Semester)

Branch – COMMERCE (e-COMMERCE)

E - COMMERCE TECHNOLOGY

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

1. The internet is the most well-known component of the information _____.
(i)Highways (ii)Superhighways
(iii)Smart way (iv)Faster highway
2. Which of the following is the main goal of responsive web design?
i) To improve loading speed
ii) To ensure the website adapts to various screen sizes
iii) To improve search engine rankings
iv) To enhance visual effects
3. What does VPS stand for in web hosting?
i) virtual private space ii) virtual public server
iii) virtual private server iv) virtual personal space
4. E-Commerce is also to denote the _____ exchange of business information using EDI.
(i)Bill of Exchange (ii)Paperless
(iii)Paper work (iv)Exchange of cards
5. Electronic payment system _____ using for online market and even government.
(i)Banking (ii)Retail
(iii)Health care (iv)All the above

SECTION - B (15 Marks)

Answer ALL Questions

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

6. a) Write the perspective of E-commerce.
OR
b) Narrate the working of Firewall.
7. a) Indicate the features of Website strategies.
OR
b) Illustrate in detail about the email security.
8. a) List out the various types of web hoisting.
OR
b) Categorize about DNS information?
9. a) Discuss the E-commerce Global positioning system.
OR
b) Mention the methods of Intrusion Detection.

Cont...

10. a) Write short notes on A) Drones B) Biometrics
OR
b) Explain the advantages of Artificial Intelligence.

SECTION -C (30 Marks)

Answer any **Three** questions

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

11. Explain the Anatomy of E-commerce Application.
12. Briefly Explain the
a) Digital Signature
b) Digital Envelop
c) Digital Certificates.
13. Point out the Benefits of Web Hosting.
14. Discuss the Security payment Technology.
15. What is mean by Geographical information system? Narrate the various functions of GIS.

Z-Z-Z

END