PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BVoc DEGREE EXAMINATION DECEMBER 2024
(Third Semester)

Branch – **NETWORKING AND MOBILE APPLICATIONS**

E-COMMERCE & E-BUSINESS

Time: Three Hours   Maximum: 75 Marks

SECTION-A (10 Marks)
Answer ALL questions
ALL questions carry EQUAL marks   (10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Define e-Commerce. A) Electronic Commerce B) Economic Commerce C) Energy Commerce D) Environmental Commerce	K1	CO1
	2	What is e-Business? A) Economic Business B) Energy Business C) Electronic Business D) Environmental Business	K2	CO1
2	3	Expand EDI. A) Electronic Data Integration B) Electronic Data Interchange C) Economic Data Integration D) Economic Data Interchange	K1	CO3
	4	Which of the following is an example of a consumer-oriented e-commerce application? A)GoogleAnalytics B)SAP C)OracleERP D) Amazon	K2	CO3
3	5	What is a firewall? A) A wall built to prevent fire B) A software that creates barriers in networks C) A protocol used in email communication D) A type of internet connection	K1	CO4
	6	What is the purpose of a digital certificate? A) Proof of identity in electronic transactions B) A type of payment system C) A physical certificate for network administrators D) A record of completed transactions	K2	CO4
4	7	What is E-Banking? A) Banking through email B) Banking using the internet C) Banking through a physical branch D) Banking through letters	K1	CO2
	8	Name one electronic payment system. A) Cash Payment B) Cheque Payment C) E-Cash D) Credit Transfer	K2	CO2
5	9	What is Mobile Computing? A) Computing with mobile devices B) Computing in the cloud C) Computing with desktop computers D) Computing with servers	K1	CO5
	10	Select the correct e-Security issue. A) Poor desktop management B) Lack of proper lighting C) Manual record-keeping D) Firewall Breach	K2	CO5

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.	Explain the types of e-Commerce.	K2	CO1
		(OR)		
	11.b.	Evaluate the advantages and disadvantages of e-Commerce.		
2	12.a.	Apply the Mercantile Process Model in the context of e-Commerce.	K3	CO3
		(OR)		
	12.b.	Build an explanation of Affiliate Marketing using Amazon.		
3	13.a.	Identify and discuss different types of networks.	K3	CO4
		(OR)		
	13.b.	Discuss the types of Internet topologies.		
4	14.a.	Compare and contrast Traditional Banking vs. E-Banking.	K4	CO2
		(OR)		
	14.b.	Analyze various risks of e-payment system.		
5	15.a.	Classify the risks involved in e-Commerce security.	K4	CO5
		(OR)		
	15.b.	Compare and contrast the GSM vs GPRS.		

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	Analyze the business strategies that are fueling the growth of e-Commerce.	K4	CO1
2	17	Assume a business scenario and explain the role of EDI in business applications with examples.	K4	CO3
3	18	Categorize the network security concepts including cryptography, digital signature, and SSL.	K4	CO4
4	19	Compare and contrast different types of electronic payment systems.	K4	CO2
5	20	Discover the importance of mobile computing framework and its role in modern e-business.	K4	CO5

Z-Z-Z   END