

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BVoc DEGREE EXAMINATION MAY 2025
(Third Semester)**

Branch – **NETWORKING AND MOBILE APPLICATION**

E-COMMERCE AND 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	What is the full form of ISP? a) Internet Service Provider b) Internal Security Protocol c) Information Service Provider d) International Secure Protocol	K1	CO1
	2	Define e-Commerce Framework. a) Structure for online businesses b) Structure for economic businesses c) Structure for environmental systems d) Structure for physical commerce	K2	CO1
2	3	What does 'EDI' stand for? a) Electronic Data Information b) Environmental Data Integration c) Electronic Data Interchange d) Economic Development Index	K1	CO3
	4	What is the role of Email Marketing? a) Physical promotion b) Online advertisement through emails c) Market analysis d) Data warehousing	K2	CO3
3	5	Define Internet topology. a) Study of network traffic b) Study of internet speed c) Study of internet data size d) Study of internet infrastructure layout	K1	CO4
	6	List any two types of firewalls. a) Proxy Firewall, Application Firewall b) Intranet, Extranet c) HTTP, HTTPS d) Modem, Router	K2	CO4
4	7	Name any two types of E-Banking transactions. a) Cash Deposit, Cheque Withdrawal b) Online Transfer, Bill Payment c) Gold Exchange, Real Estate Transaction d) Mail Order, Cash Transfer	K1	CO2
	8	What are E-cheques? a) Digital wallets b) Cheques used for cash transactions c) Electronic versions of paper cheques d) Traditional cheques	K2	CO2
5	9	Define Wireless Technology. a) Transmission of data without cables b) Wired transmission of data c) Communication using satellites d) Mobile phone technology only	K1	CO5
	10	What is meant by a Digital Envelope in e-Security? a) A folder used in digital marketing b) A letter used for secure communications c) A packet of encrypted emails d) Encrypted data used in secure communications	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.	Discuss the force fueling e-Commerce growth.	K2	CO1
	(OR)			
	11.b.	Explain different e-Commerce applications with examples.		
2	12.a.	Describe the consumer-oriented e-Commerce process.	K3	CO3
	(OR)			
	12.b.	Explain the role of Interactive Marketing in e-Commerce.		
3	13.a.	Explain the concept of Virtual Private Networks (VPN).	K3	CO4
	(OR)			
	13.b.	Discuss the various types of firewalls used in network security.		
4	14.a.	Analyze the models for E-banking and their significance.	K4	CO2
	(OR)			
	14.b.	Discuss the legal risks associated with e-payment systems.		
5	15.a.	Categorize and discuss the common e-Commerce security tools and their importance.	K4	CO5
	(OR)			
	15.b.	Classify and explain the role of data and message security in client-server networks.		

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 types of e-Commerce in detail, including their advantages and disadvantages.	K4	CO1
2	17	Assume the implementation of EDI system in an organization and explain the process of Document Management in EDI.	K4	CO3
3	18	Classify and explain the digital security methods.	K4	CO4
4	19	Classify the legal and financial risks associated with electronic payment systems.	K4	CO2
5	20	Compare and contrast different wireless technologies used in mobile computing.	K4	CO5

Z-Z-Z

END