PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BCom DEGREE EXAMINATION MAY 2025
(Fourth Semester)
Branch – COMMERCE

FUNDAMENTALS OF E-COMMERCE

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	E-Commerce refers a) Buying and selling of goods and services through physical stores b) Buying and selling of goods and services through digital platforms c) Buying and selling of goods and services through telephone d) Buying and selling of goods and services through mail	K1	CO1
	2	What is the term for the use of digital technologies to support and enhance business processes? a) Digital transformation b) Business process re-engineering c) E-commerce strategy d) Digital marketing	K2	CO1
2	3	Which protocol is commonly used for transferring files over the internet in EDI? a) Hypertext Transfer Protocol b) Transmission Control Protocol c) File Transfer Protocol d) Internet Protocol	K1	CO1
	4	Which of the following is a characteristics of TCP used in EDI? a) Connectionless communication b) Connection-oriented communication c) Error-free data transmission d) Fast data transmission	K2	CO1
3	5	What is the benefit of mobile commerce? a) increased cost b) limited security c) reduced flexibility d) improved accessibility	K1	CO2
	6	Which of the following is a characteristic of 2G mobile commerce? a) digital technology b) analog technology c) high-speed data transfer d) low-speed data transfer	K2	CO2
4	7	_____ is the primary use of Bluetooth technology. a) Wireless internet access b) Wireless file transfer c) Wireless device connectivity d) Wireless payment processing	K1	CO2
	8	Wireless Broad Band provides a a) Low speed data transfer b) Medium speed data transfer c) High speed data transfer d) Very high speed data transfer	K2	CO1
5	9	What is the primary goal of information security? a) To protect computer systems from physical damage b) To protect information from unauthorized access c) To protect computer networks from unauthorized access d) To protect computer systems form power outages	K1	CO2

	10	_____ is the purpose of NASSCOM's security initiatives a) To promote information security awareness in India b) To provide information security training and certification in India c) To develop information security standards and guidelines for India d) To eliminate cyber security threats in India	K2	CO1

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 factors considering E-Commerce.	K2	CO1
		(OR)		
	11.b.	Outline the features of E-Commerce.		
2	12.a.	Identify the File Transfer Protocol (FTP) Networks.	K3	CO2
		(OR)		
	12.b.	Select the advantages of Network Routers.		
3	13.a.	Examine the characteristics of mobile commerce.	K4	CO4
		(OR)		
	13.b.	List out the mobile commerce enabling technologies.		
4	14.a.	Classify the various functions of mobile computing.	K4	CO5
		(OR)		
	14.b.	Examine the issues in E-payment system.		
5	15.a.	Assess the E-business risk.	K5	CO4
		(OR)		
	15.b.	Explain the information security environment and need of systems.		

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	Difference between E-Commerce and E-Business.	K2	CO2
2	17	Classify the types of server applications.	K4	CO4
3	18	Identify the generation of mobile commerce.	K3	CO2
4	19	Categorize the popular electronic payment methods.	K4	CO4
5	20	Evaluate the Client and Server Network Security.	K5	CO4