

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2025
(Fourth Semester)

Branch – COMMERCE WITH COMPUTER APPLICATIONS

FUNDAMENTALS OF E-COMMERCE & M-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 stands for _____. a)Electrical Commerce b)Electronic Commerce c)Entertainment Commerce d)Electro Chemical Commerce	K1	CO1
	2	_____ is a part of the 4 important types of E-commerce. a)All of the above b)B2B c)P2P d) C2A	K2	CO1
2	3	When a transaction is processed online, how can the merchant verify the customer's identity? a) use secure sockets layers b) use secure electronic transactions c) use electronic data interchange d) use financial electronic data interchange	K1	CO2
	4	What are plastic cards the size of a credit card that contains an embedded chip on which digital information can be stored? a) Customer relationship management systems cards b).E-government identity cards c)FEDI cards d) Smart cards	K2	CO2
3	5	Which of the following is an early form of e-Commerce? a EDI b) SCM c) Both of these d) None of the above	K1	CO3
	6	Which one is not a layer of E-commerce infrastructure a)Physical layer b).Product layer c) Service layer d.)None of these	K2	CO3
4	7	Which segment do eBay, Amazon.com belong? a)B2Bs b)B2Cs c)C2Bs d.) C2Cs	K1	CO4
	8	Which of the following business model consists of an independently owned vertical digital marketplace for direct inputs? a) Private industrial network b) E-distributor c) E-procurement d) E-exchange	K2	CO4
5	9	_____ is an example of an Internet portal. a) Yahoo b) e-bay c) Amazon d) Facebook	K1	CO5
	10	What is an electronic representation of cash? a) Digital cash b) Electronic cash c) E-cash d) All 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.	Explain the network infrastructure for E-commerce.	K2	CO1
	(OR)			
	11.b.	Infer the components of I way in network access equipment.		
2	12.a.	Examine the credit card based E-payment system.	K4	CO2
	(OR)			
	12.b.	Dissect the smart card and E-payment system.		
3	13.a.	Build the EDI Application in business.	K3	CO3
	(OR)			
	13.b.	Identify the dimension of internal electronic commerce system.		
4	14.a.	Identify the benefits of E- Retailing.	K3	CO4
	(OR)			
	14.b.	Construct the features of E- Retailing.		
5	15.a.	Examine on RFID , WIMAX.	K4	CO5
	(OR)			
	15.b.	List out the security issues in mobile banking.		

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	Analyse the major forces behind E-commerce.	K4	CO1
2	17	Assume the various types of firewalls.	K4	CO2
3	18	Dissect the types of Digital Document.	K4	CO3
4	19	Examine the various models of E- Retailing.	K4	CO4
5	20	Elucidate the functions of mobile computing.	K4	CO5

Z-Z-Z

END