

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2025
(First Semester)

Branch – e-COMMERCE

BASICS OF E-COMMERCE AND 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	What scope E-commerce has when compared to E-Business or Digital Business. a) Higher b) Narrower c) Wider d) More	K1	CO1
	2	_____ is an early form of E-commerce. a) SCM b) EDI c) GPS d) RFID	K2	CO1
2	3	EDI requires a) representation of common business documents in computer readable forms b) data entry operators by receivers c) special value added networks d) special hardware at co-operating Business premises	K1	CO2
	4	The document standards for EDI were first developed by large business house during the 1970s and are now under the control of the following standard organization. a) ISO b) ANSI c) ITU-T d) IEEE	K2	CO2
3	5	What is the key difference between a debit card and a credit card? a) Debit cards are only used online. b) Credit cards have spending limits. c) Debit cards offer rewards programs. d) Debit card transactions deduct funds directly from the user's bank account.	K1	CO3
	6	What type of entity is E-Cash? a) A cryptocurrency b) A mobile wallet app c) A financial technology company d) An online marketplace	K2	CO3
4	7	Who first coined the term mobile commerce? a) Kevin Duffey b) Duffer Brothers c) Warren Buffet d) Bill Gates	K1	CO4
	8	Which of the following is not a prerequisite for doing m-commerce transaction? a) An Internet Connection b) A handheld Device capable of connecting to vendor's web server c) Vendor's Mobile/Web Application d) A registered account with Vendor	K2	CO4
5	9	This E-Commerce commercial enterprise model specifically specialises in selling services or products online. a) Indirect Marketing b) Online Direct Marketing c) Brick & Mortar d) Marketplace	K1	CO5
	10	The concept of online marketing and selling of products and services through the internet is _____. a) B2G b) B2C c) B2B d) B2E	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.	Inspect the strategies of e-Business.	K4	CO1
	(OR)			
	11.b.	Examine the advantages and disadvantages of e-Commerce.		
2	12.a.	Identify the Consumer-oriented e-Commerce applications.	K3	CO2
	(OR)			
	12.b.	Demonstrate Internet topologies with example.		
3	13.a.	Apply the Payment Gateways in Electronic Payment system.	K3	CO3
	(OR)			
	13.b.	Utilize B2B Electronic Payments used in Business operation.		
4	14.a.	Discover the advantages of WAP.	K4	CO4
	(OR)			
	14.b.	Examine Mobile Commerce Security with example.		
5	15.a.	Explain about the Protection of e-Commerce systems.	K5	CO5
	(OR)			
	15.b.	Justify Common e-Commerce security tools with example.		

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	Construct the applications of e-Commerce in detail.	K6	CO1
2	17	Outline EDI applications in Business document management.	K4	CO2
3	18	Distinguish between credit cards and e-Wallets.	K4	CO3
4	19	Explain Underlying technologies of m-Commerce in detail.	K5	CO4
5	20	Criticize the management system in m-Commerce.	K5	CO5

Z-Z-Z END