PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2022
(Sixth Semester)

Branch – COMMERCE(e – COMMERCE)

DISCIPLINE SPECIFIC ELECTIVE – II : E-COMMERCE TECHNOLOGY

Time: Three Hours   Maximum: 75 Marks

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

1. World Wide Web (WWW) was introduced in the year ……………………
   a)1994   b)1996   c)1992   d)1990

2. A…………………provides a way to associate the message with the sender and is the equivalent of an ordinary signature.
   a) Cyber signature   b) Digital signature   c) SSL   d) SQL

3. …………………is the first page of a web site.
   a) Web page   b) Home page   c) Domain   d) None of these

4. ………………….is an application layer protocol for distributed, collaborative, hypermedia information systems.
   a) Html   b) HTTP   c) Bothe of these   d) None of these

5. ………………….is an unsolicited e-mail sent to every e-mail address that a business can find
   a) Advertorials   b) Pop-up ads   c) Spam E-Mail   d) None of these

6. Web hosting service where more than one web site is hosted on the same server.
   a) VPS Hosting   b) Windows Hosting c) Dedicated hosting d) Shared hosting

7. A GDSS stands for,
   a)Group Discussion Support System   b) Group Decision Service System
   c) Group Decision Support System   d) Group Decision super system

8. The secure electronic Transaction protocol is used for ------
   a) Credit Payment System   b) Cheque Payment
   c) Electronic Cash Payment   d) Credit Card

9. "Google" is one of the most popular………………..
   a) Portal   b) Browser   c) Search Engine   d) None of these

10. What is Artificial Intelligence?
    a) Artificial Intelligence is a field that aims to make humans more intelligent
    b) Artificial Intelligence is a field that aims to improve the security
    c) Artificial Intelligence is a field that aims to develop intelligent machines
    d) Artificial Intelligence is a field that aims to mine the data

SECTION - B (35 Marks)
Answer **ALL** Questions
ALL Questions Carry **EQUAL** Marks (5 x 7 = 35)

11 a   What are the types of Network?
             OR
   b   State the characteristics of Information Technology.

12 a   Explain about Strategy of a Website.
             OR
   b   What are the different Website Deigning Tools?

13 a   List out the various types of Web Hosting.
             OR
   b   What information is in DNS Database?

14 a   Outline the Technologies are used in GPS.
             OR
   b   What are the types of Decision Support System?

15 a   Narrate the uses of search engine.
             OR
   b   What are the advantages of Artificial Intelligence?

SECTION - C (30 Marks)
Answer any **THREE** Questions
ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

16   Explain the different types of Firewall.

17   Discuss the principles of effective Web Design.

18   Enumerate the different types of testing in E-Commerce.

19   Explain about Intrusion Detection Technology.

20   Discuss the importance of Search Engine Optimization.

Z-Z-Z   END