

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2025
(Fifth Semester)

Branch – E- COMMERCE

E –COMMERCE TECHNOLOGY

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

1. World wide web (WWW) was introduced in the year
(i) 1994 (ii) 1996
(iii) 1992 (iv) 1990
2. _____ is the first page of a web site
(i) Web page (ii) Home page
(iii) Domain (iv) Search engine
3. Which of the following is essential for enabling secure online payments in e-commerce?
(i) CSS (ii) Payment gateway
(iii) Web server (iv) DNS
4. _____ is a financial instrument which can be used more than once to borrow money or buy products and services on credit
(i) Credit card (ii) E-Cheques
(iii) E-cash (iv) Cyber cash
5. AI is increasingly being used in e-commerce to power which of the following Technologies that helps automate inventory management?
(i) Virtual reality (VR) (ii) Autonomous robots
(iii) Neural networks (iv) Expert systems

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

6. a) What are the characteristics of IT infrastructure?
OR
b) Write short notes on Intranet and Extranet.
7. a) State the role of Website in e-commerce.
OR
b) What are the website specification?
8. a) Explain about Web hosting
OR
b) Give the meaning of DNS. and Write various Function of DNS.
9. a) Write short note on GPS and GIS.
OR
b) Narrate the features of GDSS (Group Decision Support System).
10. a) List out the basic types of Search tools.
OR
b) What do you mean by Block chain technology?

Cont...

SECTION -C (30 Marks)

Answer any Three questions

ALL questions carry EQUAL Marks

(3 x 10 = 30)

11. Classify the types of E-commerce and explain it.
12. Narrate the principles of website design.
13. Elaborate on the essential features of intelligent decision support system (IDSS)
14. Bring out the use of search engine.
15. Explain the advantages and disadvantages in Artificial Intelligence (AI).

Z-Z-Z

END