PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2025
(Fourth Semester)

Branch – COMMERCE (FINANCIAL SYSTEM)

FUNDAMENTALS OF E-COMMERCE AND M-COMMERCE

Time: 3 Hours   Maximum: 50 Marks

SECTION-A (5 Marks)
Answer ALL questions
ALL questions carry EQUAL marks   (5 × 1 = 5)

1. Which of the following is a major challenge in e-Commerce?
   (i) Too many physical stores   (ii) Limited use of the internet
   (iii) Data security and privacy   (iv) Lack of product choices

2. Which of the following is a common network security threat?
   (i) Antivirus software   (ii) Firewall
   (iii) Encryption   (iv) Malware

3. Find the device that is usually required to connect to an ISP from home.
   (i) Monitor   (ii) Modem
   (iii) Scanner   (iv) Printer

4. What does UPI stand for in mobile banking?
   (i) Unified Payment Interface   (ii) Unique Payment Identity
   (iii) Universal Phone Interface   (iv) Unlimited Payment Integration

5. Which of the following components are part of an RFID system?
   (i) Barcode and Scanner   (ii) Tag and Reader
   (iii) GPS and Modem   (iv) Chip and Password

SECTION - B (15 Marks)
Answer ALL questions
ALL questions carry EQUAL Marks   (5 × 3 = 15)

6. a) Describe the applications of e-commerce.
   (OR)
   b) Outline the anatomy of e-commerce.

7. a) Classify the network security on the basis of risks.
   (OR)
   b) Define Encryption. What are its types?

8. a) Narrate the advantages and disadvantages of EDI.
   (OR)
   b) Summarize the operation of ISPs at various levels.

9. a) State briefly the applications of mobile commerce.
   (OR)
   b) Explain the barriers of m-commerce.

10. a) Outline the applications of mobile computing.
    (OR)
    b) Explain i) RFID ii) WIMAX.

SECTION -C (30 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks $(5 \times 6 = 30)$

11. a) Identify the forces fueling e-commerce.

(OR)

b) Describe the frame work of e-commerce.

12. a) What is CRS? Bring out the steps involved in it.

(OR)

b) Discuss the different types of firewall with its merits.

13. a) Define internet topology and state briefly its types.

(OR)

b) Bring out the steps in interactive marketing process on the internet.

14. a) Outline the objectives and limitations of mobile commerce.

(OR)

b) Describe the factors that contribute to the development of m-commerce.

15. a) Explain the functions of mobile computing.

(OR)

b) Describe the security issues in mobile computing.

Z-Z-Z   END