

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BCom DEGREE EXAMINATION DECEMBER 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	___ is not a major type of electronic commerce. a) Consumer to Business b) Business to Consumer c) Business to Business d) Consumer to Consumer	K1	CO1
	2	Which is not one of the three phases of electronic commerce? a) Reinvention b) Preservation c) Consolidation d) Innovation	K2	CO1
2	3	Who protects system from external threats? a) firewall b) EDI c) ERP d) Script kiddies	K1	CO2
	4	E-Banking is also known as _____. a) ATMs b) Net banking c) Traditional banking d) None of these	K2	CO2
3	5	_____ is an example of an Internet portal. a) Yahoo b) e-bay c) Amazon d) Facebook	K1	CO3
	6	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	CO3
4	7	___ is referred to as the percentage of customers, by whom a Web site is visited and something is purchased by them. a) Conversion rate b) Spam c) affiliate programs d) Click-through	K1	CO4
	8	___ is not a major type of electronic commerce. a) Consumer to Business b) Business to Consumer c) Business to Business d) Consumer to Consumer	K2	CO4
5	9	Mobile commerce also known as _____. a) M-Commerce b) M- com c) M-COM d) E-commerce	K1	CO5
	10	Which of the following refers to buying and selling of goods or services through the use of Internet enabled wireless devices? a) M- Commerce b) Internet c) M-banking d) WWW	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.	Summarise the network access equipment.	K2	CO1
	(OR)			
	11.b.	Explain the types of E-commerce.		
2	12.a.	Construct the E- Commerce frame work.	K3	CO2
	(OR)			
	12.b.	Build the types of encryption.		
3	13.a.	Examine the types of internet service provider.	K4	CO3
	(OR)			
	13.b.	Identify the corporate digital library.		
4	14.a.	List out the objectives of mobile commerce.	K4	CO4
	(OR)			
	14.b.	Examine the limitations of mobile banking.		
5	15.a.	Develop the security issues in E-commerce.	K3	CO5
	(OR)			
	15.b.	Construct the current trends in Electronic world.		

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 E- Commerce frame work.	K4	CO1
2	17	Examine the overview of E-payment system.	K4	CO2
3	18	Analyse the interaction marketing process on the internet.	K4	CO3
4	19	Assume the Factors for successfulness of mobile commerce.	K4	CO4
5	20	Examine the infrastructure and fraud prevention for mobile payment.	K4	CO5

Z-Z-Z

END