

**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

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**SECTION - B (35 Marks)**  
**Answer ALL questions**  
**ALL questions carry EQUAL Marks**  $(5 \times 7 = 35)$

Module No.	Question No.	Question	K Level	CO
1	11.a.	Summarise the network access equipment.  (OR)	K2	CO1
	11.b.	Explain the types of E-commerce.		
2	12.a.	Construct the E-Commerce frame work.  (OR)	K3	CO2
	12.b.	Build the types of encryption.		
3	13.a.	Examine the types of internet service provider.  (OR)	K4	CO3
	13.b.	Identify the corporate digital library.		
4	14.a.	List out the objectives of mobile commerce.  (OR)	K4	CO4
	14.b.	Examine the limitations of mobile banking.		
5	15.a.	Develop the security issues in E-commerce.  (OR)	K3	CO5
	15.b.	Construct the current trends in Electronic world.		

**SECTION -C (30 Marks)**  
**Answer ANY THREE questions**  
**ALL questions carry EQUAL Marks**  $(3 \times 10 = 30)$

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 successfullness of mobile commerce.	K4	CO4
5	20	Examine the infrastructure and fraud prevention for mobile payment.	K4	CO5