PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION DECEMBER 2025
(Fifth Semester)

Branch – E-COMMERCE

E -COMMERCE TECHNOLOGY

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	What is the primary function of Firewall? a) Data Storage b) Access Control c) Data Encryption d) Data Backup	K1	CO1
	2	What is the purpose of digital certificates? a) Encrypt Data b) Establish Trust c) Backup Files d) Track Visitors	K2	CO1
2	3	Who is responsible for email security? a) Server only b) User only c) Both User and Server d) Firewall only	K1	CO2
	4	What is the purpose of Pull approach? a) Users search and access content when needed b) Website sends automatic updates c) Content is emailed randomly d) Content is stored offline	K2	CO2
3	5	Select the correct element of Website Specification. a) Functional requirements b) Email security c) Firewall setup d) Drone usage	K1	CO3
	6	What is the purpose of Bandwidth in web hosting? a) Measure data transfer capacity b) Store domain names c) Encrypt website data d) Control panel interface	K1	CO3
4	7	What does GIS stand for? a) Global Internet Service b) Geographical Information System c) General Information Software d) Global Interactive System	K1	CO4
	8	Intrusion Detection Method is used for_____. a) Monitoring b) Detecting c) Analyzing d)All of the above	K2	CO4
5	9	Which among the following is the main tool used for keyword research? a) cPanel b) Google Keyword Planner c) Firewall d) MS Excel	K1	CO5
	10	Which of the following is the primary function of Augmented Reality (AR)? a) Overlay digital information onto the real world b) Analyze GPS data c) Host websites d) Encrypt user data	K2	CO5

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.	How would you develop a network security strategy?	K3	CO2
		(OR)		
	11.b.	In what ways can an organization implement digital signatures to improve the security?		
2	12.a.	Explain the key specifications required for developing a functional and efficient e-Commerce website.	K5	CO2
		(OR)		
	12.b.	Discuss about Push & Pull approach.		
3	13.a.	List out the different types of web hosting services.	K4	CO5
		(OR)		
	13.b.	What are the key functions of a domain name for a website?		
4	14.a.	Elaborate Geographical Information System (GIS), and how is it used to analyze and visualize spatial data?	K6	CO5
		(OR)		
	14.b.	Classify the different types of security payment technologies.		
5	15.a.	Categorize the Tools used for keyword research in e-commerce technology.	K5,K4	CO5
		(OR)		
	15.b.	Enumerate the importance of Artificial Intelligence.		

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	Distinguish intranet and extranet.	K4	CO5
2	17	Explain the importance of E-Mail security.	K5	CO3
3	18	List out Virtual Private Network (VPN), and how does it help in securing internet communication?	K4	CO5
4	19	Discuss about Intelligent Decision Support System (IDSS).	K6	CO4
5	20	Compare on-page optimization and off-page optimization techniques, highlighting their significance in SEO strategy.	K5	CO5

Z-Z-Z   END