

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BCom DEGREE EXAMINATION MAY 2026
(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	What term refers to the process of buying and selling information, products, and services over computer communication networks? (i) Business (ii) E-Commerce (iii) E- Trade (iv) E-Banking	K1	CO1
	2	What is the primary role of an online intermediary? (i) To manufacture goods for direct sale (ii) To provide a digital platform that connects buyers and sellers (iii) To act as a government regulator (iv) To handle logistics only	K2	CO1
2	3	What is the main advantage of using smart cards? (i) Enhanced security features and encryption (ii) Universal compatibility with all readers (iii) Low production cost (iv) Unlimited storage capacity	K1	CO2
	4	Which of the following is an advantage of e-payments? (i) Increased risk of theft (ii) High transaction fees (iii) Limited acceptance (iv) Convenience and time savings	K2	CO2
3	5	EDI (Electronic Data Interchange) use which of the network? (i) Requires an extranet (ii) Requires value added network (iii) Can be done on internet (iv) Requires a corporate intranet	K1	CO3
	6	Electronic Data Interchange Software consists of the following four layers: (i) Business application, Internal format conversion, Network translator, EDI envelop (ii) Business application, Internal format conversion, EDI translator, EDI envelop (iii) Application layer, Transport layer, EDI translator, EDI envelop (iv) Application layer, Transport layer, IP layer, EDI envelop	K2	CO3
4	7	What does C2C e-commerce (e.g., eBay) primarily facilitate? (i) Business selling to other businesses (ii) Consumer-to-consumer transactions (iii) Manufacturer to consumer (iv) Government to citizen	K1	CO4
	8	What is the primary advantage of M-commerce for consumers? (i) Higher prices (ii) Limited access (iii) Convenience and portability (iv) Slower transactions	K2	CO4
5	9	What is the primary characteristic of mobile computing? (i) High-speed wired connection (ii) Portability and wireless communication (iii) Fixed physical location (iv) Dependency on desktop power	K1	CO5
	10	Which security aspect ensures that information is not altered or tampered with during transit? (i) Confidentiality (ii) Integrity (iii) Non-repudiation (iv) Authorization	K2	CO5

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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.	List out the forces fuelling electronic commerce.	K4	CO1
		(OR)		
	11.b.	Explain Global Information Distribution Network (GIDN), and how does it support e-commerce operations?		
2	12.a.	Describe the different categories of firewalls and explain how each provides different levels of security.	K4	CO2
		(OR)		
	12.b.	Describe the significance of smart cards in facilitating secure and convenient e-payments.		
3	13.a.	Outline the different types of digital documentation in electronic data interchange.	K4	CO3
		(OR)		
	13.b.	Assess the different dimensions of an internal electronic communication system within organizations.		
4	14.a.	State and explain the key benefits of e-retailing in the modern e-commerce environment.	K2	CO4
		(OR)		
	14.b.	Summarize the concept of mobile banking and explain how it supports e-commerce businesses.		
5	15.a.	Identify key emerging technologies in mobile computing and describe how they enhance mobile system.	K3	CO5
		(OR)		
	15.b.	Analysis the major security issues associated with mobile computing technologies.		

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	List and explain the different types of electronic commerce (e-commerce).	K4	CO1
2	17	Explain the concept of credit card-based e-payment systems and describe the various categories of credit card e-payments.	K2	CO2
3	18	Explain how the interactive marketing process on the Internet supports and enhances marketing activities.	K4	CO3
4	19	Identify and explain the key factors that contribute to the success of mobile commerce.	K3	CO4
5	20	Analyse the current trends in the electronic commerce (e-commerce) industry.	K4	CO5