PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION DECEMBER 2022
(~~First~~ Semester)
Third

Branch – COMPUTER SCIENCE

DISCIPLINE SPECIFIC ELECTIVE – II: ELECTRONIC COMMERCE

Time: Three Hours   Maximum: 50 Marks

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

1. Identify which is not a major type of e-commerce.
   - (i) Consumer to Business
   - (ii) Business to Consumer
   - (iii) Business to Business
   - (iv) Consumer to Consumer

2. Which among these is the most recognizable personalization tool?
   - (i) Cognitive
   - (ii) Filtering software
   - (iii) Cookies
   - (iv) Rule-based

3. Select the software used by the project manager to manage projects.
   - (i) Open project
   - (ii) Microsoft Project
   - (iii) IBM project
   - (iv) Oracle project

4. Which e-payment system uses blind signatures?
   - (i) NetPay
   - (ii) WebMoney
   - (iii) e-Cash
   - (iv) e-Coin

5. The renunciation of a claim or power vested in a person or product is
   - (i) copyright
   - (ii) disclaimer
   - (iii) trademarks
   - (iv) encryption law

SECTION - B (15 Marks)
Answer ALL Questions
ALL Questions Carry EQUAL Marks   (5 x 3 = 15)

6 a Analyze the pros and cons of Online shopping.

OR

  b Discuss the various reasons for doing business on the Internet.

7 a State the benefits of having a website for e-commerce.

OR

  b Explain how to hire a web designer.

8 a Illustrate the tests to check the readiness of the website under peak loads.

OR

  b State the various functions of project management.

9 a Explain about Credit Cards.

OR

  b Explain how to choose a strong password to improve e-security.

10 a Discuss the major threats in e-commerce ethics.

OR

  b Explain the Tort law on the internet.

Cont...

SECTION -C (30 Marks)
Answer ALL questions
ALL questions carry EQUAL Marks   (5 x 6 = 30)

11 a   Justify the advantages of e-commerce.

OR

   b   Elucidate about the E-cycle of Internet marketing.

12. a   Interpret the criteria involved in designing websites.

OR

   b   Elucidate the Anatomy of a website.

13 a   Recommend the test plan of a website.

OR

   b   Interpret how to monitor website traffic.

14 a   Interpret about Electronic Fund Transfer and Automated Clearinghouse.

OR

   b   Interpret about the firewall.

15 a   Interpret about privacy factor and its principles.

OR

   b   Analyze the kinds of legal disputes on the internet.

Z-Z-Z   END