22COP425AN

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MCom DEGREE EXAMINATION MAY 2026
(Fourth Semester)

Branch – **COMMERCE**

MAJOR ELECTIVE COURSE – II : E – 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	Which of the following is an example of an E-Commerce application? a) Amazon　b) Local market shop c) Traditional banks　d) Door-to-door sales	K1	CO1
	2	What is a key drawback of E-Commerce? a) Global accessibility　b) Low startup costs c) Cybersecurity risks　d) Increased sales	K2	CO2
2	3	What is the "I-Way" in network infrastructure? a) An offline sales technique b) A term for physical marketplace c) Information superhighway for digital commerce d) A new search engine	K1	CO1
	4	What is a key component of the Global Information Distribution Network? a) Brick-and-mortar stores　b) Internet Service Providers (ISPs) c) Traditional cash registers　d) Local post offices	K2	CO2
3	5	What is EDI used for? a) Electronic exchange of business documents b) Traditional fax communication c) Sending emails d) Physical invoice distribution	K1	CO1
	6	What is a Value-Added Network (VAN)? a) A network providing additional security for EDI transactions b) A traditional paper-based communication method c) A physical transport system d) A customer complaint management system	K2	CO2
4	7	What is an example of an electronic payment system? a) Cash on Delivery (COD)　b) Credit card payments c) Barter system　d) Physical checks	K1	CO1
	8	What does EDI reduce in business transactions? a) Processing time and paperwork　b) Customer reach c) Business profits　d) Internet dependency	K2	CO2
5	9	Which of the following is NOT an instrument of monetary policy used by RBI? a) Open Market Operations　b) Repo Rate c) Foreign Direct Investment　d) Cash Reserve Ratio	K1	CO1
	10	What is the main function of the Reserve Bank of India (RBI) as a note-issuing authority? a) Issue demand drafts b) Print currency notes and coins of all denominations c) Issue and manage currency notes except ₹1 notes and coins d) Regulate private banks' note-issuing	K2	CO2

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.	Discuss network security threats in E-Commerce and how they can be prevented.	K4	CO2
		(OR)		
	11.b.	Analyze the impact of network infrastructure on the growth of E-Commerce.		
2	12.a.	List the market forces influencing the Information Superhighway (I-Way)	K4	CO3
		(OR)		
	12.b.	Classify the different types of network access equipment used in E-Commerce.		
3	13.a.	What are the security and legal issues associated with EDI?	K4	CO3
		(OR)		
	13.b.	Discuss the standards and protocols used in EDI.		
4	14.a.	Explain the different types of firewalls.	K4	CO4
		(OR)		
	14.b.	Identify the common pitfalls in Encrypted Documents.		
5	15.a.	How do desktop video processing and conferencing impact E-Commerce marketing?	K4	CO4
		(OR)		
	15.b.	Explain the impact of digital video in online advertising.		

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	Discuss the benefits and limitations of different E-Commerce business models.	K4	CO4
2	17	Compare various network technologies used in E-Commerce and their advantages.	K4	CO4
3	18	Evaluate the cost-benefit analysis of implementing EDI in an organization.	K5	CO5
4	19	Evaluate the risk factors involved in online banking and how to mitigate them.	K5	CO5
5	20	Analyse the future trends in Internet-based marketing and advertising.	K6	CO5

Z-Z-Z END