

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BVoc DEGREE EXAMINATION MAY 2022  
(Fourth Semester)

Branch – BANKING, STOCK AND INSURANCE

**FUNDAMENTALS OF E- COMMERCE AND M- COMMERCE**

Time: Three Hours

Maximum: 75 Marks

**SECTION-A (10 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks (10 x 1 = 10)

- 1 Which of the following describes e-commerce?  
(i) doing business electronically (ii) doing business  
(iii) sale of goods (iv) all of the above
- 2 Which of the following is part of the four main types for e-commerce?  
(i) b2b (ii) b2c (iii) c2b (iv) all of the above
- 3 Which segment do eBay, Amazon.com belong?  
(i) b2bs (ii) b2cs (iii) c2bs (iv) c2cs
- 4 What is firewall?  
(i) Wall built to prevent fires from damaging a corporate intranet  
(ii) Security device deployed at the boundary of a company to prevent unauthorized physical access  
(iii) Security device deployed at the boundary of a corporate intranet to protect it from unauthorized access  
(iv) Device to prevent all accesses from the internet to the corporate intranet
- 5 Which type of handover, the handover occurs between different cells but within the reach of the same BSC.  
(i) Intra-cell handover (ii) Inter-cell, intra-BSC handover  
(iii) Inter-BSC, intra-MSC handover (iv) Inter MSC handover
- 6 What effect is the repeated handover between two base stations?  
(i) Ping-pong (ii) Bank (iii) Business (iv) Customers
- 7 Which of the following is/are the example/s of WPANs?  
(i) Bluetooth (ii) Zigbee  
(iii) WiMAX (iv) Bluetooth, Zigbee
- 8 Identify the graphics from the following.  
(i) drawing (ii) photograph, movies  
(iii) simulation (iv) all of these
- 9 which environment has been one of the most accepted tool for computer graphics in business and graphics design studios  
(i) graphics (ii) macintosh (iii) quake (iv) multimedia
- 10 Find the types of computer graphics from the following.  
(i) vector and raster (ii) scalar and raster  
(iii) vector and scalar (iv) none of these.

Cont...

**SECTION - B (35 Marks)**

Answer **ALL** Questions

**ALL** Questions Carry **EQUAL** Marks (5 x 7 = 35)

- 11 a Explain the the factors that are responsible for the the widespread use of electronic commerce  
(OR)  
b Narrate the evolution of E-Commerce.
- 12 a Organise the benefits of E-security in E-commerce  
(OR)  
b Bring out the ways to ensure security in an organization.
- 13 a Describe the virtual private networks and its uses in E.commerce.  
(OR)  
b Sketch the guidelines for cryptography policy.
- 14 a Explain EDI implementation in detail.  
(OR)  
b Explain the functions of VAN.
- 15 a Produce the advantages of m-commerce  
(OR)  
b State the uses of radio frequency.

**SECTION - C (30 Marks)**

Answer any **THREE** Questions

**ALL** Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Summarise the future of E-Commerce in India.
- 17 Point out the various kinds of security threads faced by an organization.
- 18 Examine the EDI process in E.commerce.
- 19 Discuss the supportive technologies for M - Commerce.
- 20 Distinguish mobile commerce and E Commerce.

Z-Z-Z

END