PSG COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2022

(Sixth Semester)

Branch - COMMERCE(e - COMMERCE)

DISCIPLINE SPECIFIC ELECTIVE – II : E-COMMERCE TECHNOLOGY

ìme	: Three Hours	N	Iaximum: 75 Marks
	SECTION-A	<u>(10 Marks)</u>	•
	Answer ALL	questions	
	ALL questions carry E	EQUAL marks	$(10 \times 1 = 10)$
1.	World Wide Web (WWW) was introduced a)1994 b)1996	c)1992	d)1990
2.	Aprovides a way to associate equivalent of an ordinary signature.	ciate the message with	the sender and is the
•	a) Cyber signature b) Digital signature	c) SSL	d) SQL
3	is the first page of a web	site	
		c) Domain	d) None of these
		ata a al fam diatributad	a allah arrativya
4.	hypermedia information systems.	Stocol for distributed, (Jonatorauve,
	a) Html b) HTTP	c) Bothe of these	d) None of these
44-42	<i>a)</i> 11tm	o) Bothe of these	(m) 11 (011) 01 (1100)
5.	is an unsolicited e-mail	sent to every e-mail ad	Idress that a business can
	find a) Advertorials b) Pop-up ads	c) Spam E-Mail	d) None of these
	a) Advertorials b) Fop-up ads	c) Spain 13-Main	d) None of these
6.	Web hosting service where more than one a) VPS Hosting b) Windows Hosting	web site is hosted on t g c) Dedicated hosting	he same server. g d) Shared hosting
	The state of the s		
7.	A GDSS stands for,		
	a)Group Discussion Support System	b) Group Decision S	
	c) Group Decision Support System	d) Group Decision s	super system
			•
8.	The secure electronic Transaction protocol	l is used for	
	a) Credit Payment System	b) Cheque Payment	
	c) Electronic Cash Payment	d) Credit Card	
		•	
0	"Google" is one of the most popular		• .
9.	a) Portal b) Browser	c) Search Engine	d) None of these
1.	O TEN		
1(0. What is Artificial Intelligence?	a to make humana mor	e intelligent
	a) Artificial Intelligence is a field that aimsb) Artificial Intelligence is a field that aims		
	c) Artificial Intelligence is a field that aims	s to develon intelligent	machines
	d) Artificial Intelligence is a field that aim		

18COE29A Cont...

SECTION - B (35 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks $(5 \times 7 = 35)$

a	What are the types of Network? OR
b	State the characteristics of Information Technology.
a	Explain about Strategy of a Website. OR
b	What are the different Website Deigning Tools?
a	List out the various types of Web Hosting. OR
b	What information is in DNS Database?
a	Outline the Technologies are used in GPS. OR
b	What are the types of Decision Support System?
a	Narrate the uses of search engine. OR
b	What are the advantages of Artificial Intelligence?
	SECTION - C (30 Marks) Answer any THREE Questions ALL Questions Carry FOLIAL Marks (3 x 10 = 30
	b a b a b a b a

ALL Questions Carry EQUAL Marks (3 x 10

16 Explain the different types of Firewall. 17 Discuss the principles of effective Web Design. 18 Enumerate the different types of testing in E-Commerce. 19 Explain about Intrusion Detection Technology. 20 Discuss the importance of Search Engine Optimization.

Z-Z-Z

END