

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BCom DEGREE EXAMINATION DECEMBER 2019
(Second semester)

Branch - COMMERCE WITH COMPUTER APPLICATIONS

FUNDAMENTALS OF E.COM & M.COM

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer **ALL** questions

ALL questions carry EQUAL marks (10 x 2 = 20)

- 1 Define E-Commerce.
- 2 What is meant by intra-organizational E-Commerce?
- 3 What is a digital Signature?
- 4 What is Encryption?
- 5 Define "EDI".
- 6 Write a note on 'Internet'.
- 7 What is E-Cash?
- 8 What do you mean by 'Mobile Bank'?
- 9 What is Mobile Computing?
- 10 Write a note on 'Wireless'.

SECTION - B (25 Marks)

Answer **ALL** Questions

ALL Questions Carry EQUAL Marks (5 x 5 = 25)

- 11 a Bring out the Anatomy of E-Commerce Applications.
OR
b Explain the various phases in E-CRM.
- 12 a Explain the various methods of challenge response systems.
OR
b Enumerate the problems of client - server network security.
- 13 a Explain the various consumer oriented Applications.
OR
b What are the benefits of EDI?
- 14 a State the various Properties of E-Cash.
OR
b What are the advantages of Mobile Banking?
- 15 a Explain the various dimensions of mobile computing Frame work.
OR
b Write a short note on
i) SMS ii) CDMA

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Explain the various types of E-commerce.
- 17 Describe the various server security Threats.
- 18 Enumerate the EDI Leyer Architecture.
- 19 Describe the advantages and limitations of Mobile Commerce.