

MCom DEGREE EXAMINATION MAY 2018
(Fourth Semester)

Branch - **COMMERCE**

CORE ELECTIVE-II : e- COMMERCE

Time : Three Hours

Maximum : 75 Marks

SECTION -A (30 Marks!)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks (5 x 6 = 30)

- 1 a What are the classifications of e-commerce?
OR
b List out the benefits of e-commerce.
- 2 a What is Protocol? How its work?
OR
b What is the use of gateway in networks?
- 3 a Bring out the uses of EDI applications in Business.
OR
b Write a note on 'Supply Chain Management'.
- 4 a Explain the models of internet advertising.
OR
b Write the advertisement in online marketing research.
- 5 a Write a note on 'Cryptography'.
OR
b What are the uses of electronic payment system?

SECTION -B (45 Marks)

Answer any **THREE** questions

ALL questions carry **EQUAL** Marks (3 x 15 = 45)

- 6 Explain the uses of applications of Electronic Commerce in technology.
- 7 Write an essay on the common network services.
- 8 Explain the components of EDI.
- 9 Briefly explain the process of online marketing.
- 10 Describe the characteristics of online payment system.

Z-Z-Z

END