

**PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)**

**BCom DEGREE EXAMINATION MAY 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 What are the categories of E-commerce?
- 2 Expand the term B2B and B2C.
- 3 What is Encryption?
- 4 Give the types of firewall?
- 5 What is Internet?
- 6 What do you mean by EDI?
- 7 Write a short note on Debit card
- 8 What is Mobile banking?
- 9 What is meant by Bluetooth?
- 10 What is wireless Application protocol?

**SECTION - B (25 Marks)**

Answer ALL Questions

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

- 11 a Explain the features of E-commerce.  
OR  
b Discuss the framework for the field of E-commerce.
- 12 a What is the role of firewall?  
OR  
b State the objectives of Decryption.
- 13 a List out the steps invoiced in EDI implementation.  
OR  
b Discuss the process of interactive marketing on the Internet.
- 14 a Explain the factors designing the E-payment system.  
OR  
b What are the drawbacks of Mobile Banking?
- 15 a Discuss the five Layers of TCP/IP protocol.  
OR  
b What are the major devices used in wireless Application?

**SECTION - C (30 Marks)**

Answer any THREE Questions

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

- 16 Describe the different types of E-commerce.
- 17 Briefly explain the advantages of Network security.
- 18 Discuss in detail the benefits of EDI.
- 19 Enumerate the potential for mobile commerce in India.
- 20 Elaborate the different generations in wireless communication.