

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2018  
(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 does e-Commerce mean?
- 2 What are B2B transactions?
- 3 What are challenge response systems<sup>0</sup>
- 4 What is meant by Decryption?  
Define Electronic Data Interchange,
- 6 State any 4 functions of ISP.
- 7 Define EPS.
- 8 What is a Debit Card?
- 9 What is mobile computing?
- 10 Expand-GSM.

SECTION-B (25 Marks)

Answer ALL Questions

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

- 11 a Write a brief account on consumer e-Commerce.

OR

- b Give an overview of e-CRM,

- 12 a Explain - "Client Server Architecture" - in e-Commerce.

OR

- b What are the types of Encryption?

- 13 a State the benefits of EDI.

OR

- b Explain elaborately on mercantile process model.

- 14 a What are the components of EPS ?

OR

- b Bring out the factors for successfulness of m-Commerce.

- 15 a Write a short on Radio Frequency Identification.

OR

- b Examine the role of wireless technology the current scenario

SECTION - C (30 Marks)

Answer any THREE Questions

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

- 16 Discuss the anatomy of e-Commerce Applications.
- 17 What are Firewalls? Explain its types in detail.
- 18 Describe the EDI Applications in Business.
- 19 Elaborately discuss the objectives of m-Commerce.
- 20 Explain the Mobile Computing Framework.

Z-Z-Z

END