PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MCom DEGREE EXAMINATION MAY 2022
(Fourth Semester)

Branch – **COMMERCE**

DISCIPLINE SPECIFIC ELECTIVE – II : e-COMMERCE

Time: Three Hours   Maximum: 75 Marks

SECTION-A (10 Marks)
Answer **ALL** questions
ALL questions carry **EQUAL** marks   (10 x 1 = 10)

1. Which segment do eBay and Amazon belong to?
   a) B2B   b) B2C
   c) C2B   d) C2C

2. Which of the following is not a key element of a business model?
   a) Value proposition   b) Competitive advantage
   c) Market strategy   d) Universal standards

3. The component of TCP/IP that provides the internet's addressing scheme and is responsible for the actual delivery of packet is called as
   a) TCP   b) IP
   c) Network layer   d) Application layer

4. Which protocol permits users to transfer files from the server to their client computer and vice versa?
   a) HTTP   b) SMTP
   c) IMAP   d) FTP

5. M-commerce refers to
   a) A myth which does not exist in reality
   b) Ability of business to reach potential customers wherever they are
   c) Ability to have large capacity of memory storage dealing trade and commerce
   d) All the above

6. EDI is the electronic interchange of business information using
   a) Internet   b) Middle men
   c) Standardized format   d) Secured server

7. Which of the following is the correct depiction of digital marketing?
   a) E-mail marketing   b) Social media marketing
   c) Web marketing   d) All the above

8. How many main pillars of digital marketing?
   a) 2   b) 3
   c) 4   d) 5

9. Which of the following is not a dimension of e-commerce security provided by encryption?
   a) Availability   b) Message integrity
   c) Nonrepudiation   d) Confidentiality

10. A combination of software and information designed to provide security and information for payment is called as
    a) Digital wallet   b) Pop up ad
    c) Shopping cart   d) Encryption

SECTION - B (35 Marks)
Answer ALL Questions
ALL Questions Carry EQUAL Marks (5 x 7 = 35)

11 a What is the impact of electronic commerce in the current scenario?

OR

b State the application of electronic commerce technologies.

12 a Discuss about network infrastructure.

OR

b Write short notes on firewall.

13 a Discuss about EDI application in business.

OR

b Write about inter organizational electronic commerce.

14 a Write a short note on banner advertising.

OR

b How can online market research.

15 a What are the characteristics of online payment system?

OR

b Write short notes on digital certificate.

SECTION - C (30 Marks)
Answer any THREE Questions
ALL Questions Carry EQUAL Marks (3 x 10 = 30)

16. Discuss the business models of electronic commerce.

17. Write a brief note on TCP/IP and DNS.

18. Discuss about IT in supply chain management.

19. Discuss about models of internet advertising.

20. Explain about the usefulness of cryptography in the modern world.

Z-Z-Z   END