

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

**MCom DEGREE EXAMINATION MAY 2023
(Fourth Semester)**

Branch – **COMMERCE**

DISCIPLINE SPECIFIC ELECTIVE -II: e-COMMERCE

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(5 x 1 = 5)

- 1 _____ involves buying and selling of goods and services over the internet.
(i) e-Business (ii) e-Commerce (iii) e-Cash (iv) e-Markets
- 2 HTML documents are saved using extension.
(i) .html (ii) .txt (iii) .doc (iv) .png
- 3 _____ is an exchange of structured business documents electronically in a standard format.
(i) VAN (ii) FTP (iii) EDI (iv) EFT
- 4 _____ is a communication network which bridges all the small computer networks into worldwide as a whole.
(i) LAN (ii) WAN (iii) Internet (iv) Extranet
- 5 _____ can be defined as the protection of network resources against unauthorized disclosures etc.
(i) Network protection (ii) Network security
(iii) Network threats (iv) Site security

SECTION - B (15 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks

(5 x 3 = 15)

- 6 a Describe the applications of e-Commerce. Explain.
OR
b Produce the various key elements of Business model.
- 7 a Bring out the importance of World Wide Web. Explain.
OR
b Analyze the forms of HTML.
- 8 a State the advantages of using EDI for an organization. Explain.
OR
b Explain the applications of EDI in business.
- 9 a Summarize the advantages of using internet. Explain.
OR
b Narrate the types of threats in transaction over the internet.

Cont...

- 10 a Explain the features of electronic payment system. Explain.
OR
b Develop the properties of e-Cash. Explain.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Enumerate the advantages and disadvantages of e-Commerce. Explain.
OR
b Classify traditional commerce and e-commerce.
- 12 a Examine the importance of World Wide Web.
OR
b Narrate the basic structure of HTML document.
- 13 a Discuss the legal, security and privacy issues of EDI.
OR
b Identify the components of supply chain management.
- 14 a Categorize and explain the types of e-Advertising.
OR
b Discuss the applications of e- marketing.
- 15 a Describe the components of internet payment system.
OR
b Discover the procedure for creating digital signature.

Z-Z-Z

END