

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BVoc DEGREE EXAMINATION MAY 2024
(Third Semester)

Branch – NETWORKING AND MOBILE APPLICATION

E – COMMERCE & E -BUSINESS

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

1. _____ is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet.
i)E – Commerce ii) M – Commerce
iii) Twitter iv) Google Mart
2. The _____ contains all the documents and definitions approved by ENTSO – E for the Harmonisation and implementation of standardized electronic data interchange.
i)E – Commerce Applications ii) EDI Library
iii) Network Security iv) E – Banking
3. An _____ is a private internal business network that enables your employees to share information, collaborate and improve their communications.
i)Extranet ii) Firewall iii) Intranet iv) Biometrics
4. _____ is an arrangement between a bank or a financial institution and its customers that enables encrypted transactions over the internet.
i)E – Cash ii) E – Cheques iii) E – Banking iv) E – Wallet
5. _____ is a high – speed internet and data service delivered through a wireless local area network or wireless wide area network.
i)Wireless Broadband ii) ISP
iii) EDI iv) Extranet.

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

6. (a) Bring out the key objectives of e – business strategies.
(OR)
(b) Justify why is e – commerce application important.
7. (a) Show the benefits of EDI.
(OR)
(b) How does Amazon affiliate Marketing Work?
8. (a) Classify the types of Firewall.
(OR)
(b) State the types of digital signature in cryptography.
9. (a) Explain the Models of E – Banking.
(OR)
(b) Compare your understanding about E – Cash and E – Wallets.
- 10.(a) Describe the features of Wireless Application Protocol.
(OR)
(b) Outline the emerging security challenges.

Cont...

SECTION -C (30 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks

(5 x 6 = 30)

11. Enumerate the various Types of E – Commerce.
12. Summarize the Advantages and Disadvantages of E – Mail Marketing.
13. Discuss about different types of Network.
14. Elucidate the Advantages and Disadvantages of E – Banking.
15. Discuss about Functions of Mobile Computing.

Z-Z-Z

END