PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2024
(Fourth Semester)

Branch – COMMERCE

FUNDAMENTALS OF 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. Which e-commerce transaction provides the benefits of eliminating the requirement of a middleman?
   - (i) Business to Business
   - ii) Business to Government
   - (iii) Consumer to Business
   - iv) Business to Consumer

2. The entire process of _____ is nothing more than the transfer of information from the seller's computer to the customer's computer.
   - i) Mail
   - ii) LAN connected networks
   - iii) EDI
   - iv) Network connected

3. With more and more wireless handheld devices there are significant opportunities for the growth of which type of sector?
   - i) M-commerce
   - ii) Banking
   - iii) E-commerce
   - iv) Commerce

4. Which card have a microchip embedded in their surface?
   - i) Smart card
   - ii) Debit card
   - iii) Credit card
   - iv) Charge card

5. Mechanism to protect private network from outside attack is
   - i) Firewall
   - ii) Antivirus
   - iii) Digital signature
   - iv) Formatting

SECTION - B (15 Marks)
Answer **ALL** Questions
ALL Questions Carry **EQUAL** Marks   (5 x 3 = 15)

6. a   Bring out the factors considering for E-Commerce.
   OR
   b   Narrate the types of E-Commerce.

7. a   Sketch Internet Protocol Suite.
   OR
   b   Outline Internet naming conventions.

8. a   Explain the features of mobile commerce.
   OR
   b   State the mobile commerce enabling technologies.

9. a   Summarise the components of mobile computing.
   OR
   b   Describe the different types of E payment system.

10. a   Bring out the E-Business risk management issues.
    OR
    b   Define information security environment. State the principles of information security environment.

SECTION -C (30 Marks)
Answer any **THREE** questions
ALL questions carry **EQUAL** Marks   (3 x 10 = 30)

11. Distinguish between E-Commerce and E-Business.

12. Define broadband technologies. Discuss the platforms available for of broadband technologies.

13. Describe the Applications of Mobile commerce.

14. Analyse the Issues in e - payment system and mobile computing.

15. Enumerate the methods of client-server security protection.

Z-Z-Z   END