

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BVoc DEGREE EXAMINATION MAY 2024
(Fourth Semester)

Branch – BANKING, STOCK AND INSURANCE

FUNDAMENTALS OF e-COMMERCE AND m-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 is not an electronic platform?
 - (i) Amazon pantry
 - (ii) Reliance smart
 - (iii) Flipkart plus
 - (iv) Demart ready
2. A firewall may be implemented in _____
 - (i) routers which connect intranet to internet
 - (ii) bridges used in an intranet
 - (iii) expensive modem
 - (iv) user's application programs
3. A typical _____ program creates some remote objects, makes references to these objects accessible, and waits for clients to invoke methods on these objects.
 - (i) Server
 - (ii) Client
 - (iii) Thread
 - (iv) Concurrent
4. Mobile security is also known as _____
 - (i) OS Security
 - (ii) Wireless security
 - (iii) Cloud security
 - (iv) Database security
5. A digital signature is
 - (i) a bit string giving identity of a correspondent
 - (ii) a unique identification of a sender
 - (iii) an authentication of an electronic record by tying it uniquely to a key only a sender knows
 - (iv) an encrypted signature of a sender.

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a State the different types of e-Commerce.
OR
b Summarize the types of consumer oriented e-commerce applications?
- 7 a Write short notes on Network security
OR
b What is Encryption? List its types
- 8 a Explain EDI application in Business.
OR
b Explain interactive Marketing?
- 9 a State the objectives of Mobile Commerce.
OR
b Define Mobile Banking.
- 10 a Narrate the functions of Mobile computing?
OR
b Write short notes on RFID.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Elucidate the forces fueling e-Commerce.
OR
b Discuss in detail the anatomy of e-Commerce.
- 12 a Highlight the various kinds of security threats.
OR
b Enumerate the different types of Firewall.
- 13 a What is ISP? Explain its significance.
OR
b Outline the different types of Internet topologies.
- 14 a Explain any two underlying technologies of m-Commerce.
OR
B Point out the factors that affect the success of m-Commerce.
- 15 a List out the advantages and disadvantages of mobile commerce.
OR
B Write short notes on i) Blue tooth ii) WIMAX.

Z-Z-Z

END