

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

**BCom DEGREE EXAMINATION DECEMBER 2019
(Fifth Semester)**

Branch - e-COMMERCE

FUNDAMENTALS OF E-COMMERCE AND M-COMMERCE

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (10 x 2 = 20)

- 1 What is E-Commerce?
- 2 What is B2B e-Commerce?
- 3 What is antivirus software?
- 4 Define Decryption.
- 5 What is ISP?
- 6 What is Network Topology?
- 7 What is mobile banking?
- 8 What is smart cards?
- 9 What is Wireless broad band?
- 10 What is Bluetooth?

SECTION - B (25 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a Explain the types of E-commerce.
OR
b Bring out the benefits of E-CRM.
- 12 a State the limitations of firewall.
OR
b Explain the features of digital signatures.
- 13 a List out the functions of Internet Service Provider (ISP).
OR
b Explain the steps involved in EDI implementation.
- 14 a Bring out the factors influencing M-Commerce.
OR
b Discuss the drawbacks of mobile banking.
- 15 a List out the major applications of Mobile Computing.
OR
b Explain the devices used in wireless application.

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Explain briefly the advantages of E-Commerce.
- 17 Discuss the issues regarding security on Internet.
- 18 Briefly explain the components Electronic Data Interchange (EDI).
- 19 Describe the process involved in electronic payment system.
- 20 Elaborate the functions of mobile computing.