

D 71559

(Pages : 3)

Name.....

Reg. No.....

THIRD SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

(CUCBCSS—UG)

B.Com./B.Com. Vocational

BCM 3C 03—E-COMMERCE MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

(A) Choose the correct answer :

1 A digital signature is :

- a) Scanned signature.                      b) Signature in binary form.  
c) Encrypting information.                d) Handwritten signature.

2 Mechanism to protect private networks from outside attack is :

- a) Antivirus.                                      b) Gateway.  
c) Formatting.                                    d) Firewall.

3 Telnet is a service that runs :

- a) Television on net.                            b) Remote program.  
c) Cable TV network.                            d) Telenext.

4 The concept of electronic cash is to execute payment by :

- a) Credit card.                                    b) ATM card.  
c) Using computer over network.            d) Cheque.

5 A traditional physical company that possess a building or store for operations and offer face-to-face consumer experience is called

- a) Click - and - mortar.                        b) Click - only.  
c) Brick - and - mortar.                        d) Virtual company.

(B) Fill in the blanks :

6 The feature \_\_\_\_\_ of means that e-commerce is available just about anywhere, at all times.

7 \_\_\_\_\_ is the unauthorized access and use of computer systems.

Turn over

- 8 \_\_\_\_\_ strings of text that are links to other pages.
- 9 \_\_\_\_\_ are rules that describe how clients and server communicate across a network.
- 10 SMTP stands for \_\_\_\_\_.

(10 × 1 = 10 marks)

### Part B (Short Answer Questions)

*Answer any eight questions.  
Each question carries 2 marks.*

- 11 What is Supply Chain Management ?
- 12 Explain the meaning of Portal.
- 13 State the meaning of intranet.
- 14 What do you mean by HTTP ?
- 15 Name any two B2C business models.
- 16 What is media convergence ?
- 17 What is meant by E-Branding ?
- 18 What is SSL ?
- 19 What is mean by Smart Card ?
- 20 What is mobile commerce ?

(8 × 2 = 16 marks)

### Part C (Short Essay Questions)

*Answer any six questions.  
Each question carries 4 marks.*

- 21 State the working of EDI.
- 22 What are the limitations of E-Commerce ?
- 23 Explain the business models of E-Commerce.
- 24 What are the various elements required to implement e-commerce strategies ?
- 25 Explain the business applications of M-Commerce.
- 26 Discuss the process of setting up website for E-Commerce.
- 27 Discuss the contents of corporate web site.
- 28 Explain the major solutions to security issues in e-commerce.

(6 × 4 = 24 marks)

**Part D (Essay Questions)**

*Answer any two questions.*

*Each question carries 15 marks.*

- 9) Discuss the role and significance of Supply Chain Management in e-commerce.
- 0) Briefly explain the different types of electronic payment systems.
- 1) Explain different models of internet advertising.

(2 × 15 = 30 marks)