

THIRD SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2012

(CCSS)

BC3 CO3—E—COMMERCE MANAGEMENT

(2010 admissions)

Three Hours

Maximum : 30 Weightage

Part A

*This part consists of three bunches of questions carrying equal weightage.
Each bunch consists of four questions.
Answer all 12 questions.*

A. Fill in the blanks :

- 1 A computer communication technology that provides a way to interconnect multiple computer across short distance is _____.
- 2 The commercial transactions and business functions carried out on mobile devices are called _____.
- 3 A device that forwards data packet from one network to another is called a _____.
- 4 Tool that is used to transfer data/files among computers on the Internet is _____.

B. Choose the correct answer from the brackets :

- 5 HTML is a :
 - (a) Programming Language.
 - (b) Scripting Language.
 - (c) Web browser.
 - (d) Network Protocol.
- 6 Secret-key encryption is also known as :
 - (a) Asymmetric encryption.
 - (b) Symmetric encryption.
 - (c) Secret-encryption.
 - (d) Private encryption.
- 7 The concept of electronic cash is to execute payment by :
 - (a) Credit card.
 - (b) ATM card.
 - (c) Using computers over network.
 - (d) Cheque.
- 8 SMTP is a :
 - (a) Networking Protocol.
 - (b) Protocol used for transferring message between end user and Mail Server.
 - (c) Protocol used for smart card message interchange.
 - (d) Encryption standard.

C. State True or False :

- 9 CGI stands for Common Gateway Interchange.
- 10 While making payment using electronic check, credit and debit cards, the server authenticates the customers and verifies with the bank that funds are adequate before purchase.
- 11 Trojan horse is a program that performs not only a desired task but also includes some malicious functions.
- 12 Home Banking is not an example of consumer oriented applications.

(12 × ¼ = 3 wei

Part B

*Explain all nine questions in one or two sentences each.
Each question carries a weightage of 1.*

- | | |
|----------------|-----------------|
| 13 TLS. | 14 WAP. |
| 15 M-Commerce. | 16 TCP/IP. |
| 17 Fortran. | 18 Java. |
| 19 Gopher. | 20 Web browser. |
| 21 XML. | |

(9 × 1 = 9 wei

Part C

*Answer any five questions.
Each answer shall not exceed one page.
Each question carries a weightage of 2.*

- 22 Explain the importance of supply chain in e-commerce.
- 23 What do you mean by B2B, B2C ?
- 24 Discuss (i) Telnet ; (ii) http.
- 25 Discuss E-security.
- 26 Explain the use of SSL to secure the network.
- 27 Explain Digital Switches.
- 28 Explain network security.

(5 × 2 = 10 wei

Part D

*Answer any two questions.
Each question carries a weightage of 4.*

- 29 Describe in brief the History of E-Commerce.
- 30 What do you understand by E-cash ? What are the properties of E-cash ?
- 31 Differentiate between Traditional Commerce and Electronics Commerce.

(2 × 4 = 8 wei