

D 70111

(Pages : 2)

Name.....

Reg. No.....

FIFTH SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2019

(CUCBCSS—UG)

B.Com.

BCM 5D 01—E-COMMERCE

(2017 Admissions)

Time : Two Hours

Maximum : 40 Marks

Part A

Answer all questions.

Each question carries 1 mark.

Fill in the blanks :

1. The best products to Sell in B2C E-commerce are _____.
2. _____ are plastic cards that look like credit cards and contain a microchip memory.
3. DNS stands for _____.
4. _____ is the unauthorized access and use of computer systems.

(4 × 1 = 4 marks)

Part B (Short Answer Questions)

Answer any five questions.

Each question carries 2 marks.

5. What do you mean by E-business ?
6. What is URLs ?
7. What do you mean by Bulletin Board System ?
8. What is Biometrics ?
9. What do you mean by Credit Card ?
10. Explain Electronic Purse.
11. What is meant by E-cash ?

(5 × 2 = 10 marks)

Tur

Part C (Short Essay Questions)

Answer any four questions.

Each question carries 4 marks.

12. What are the limitations of E-commerce ?
13. What is the difference between a Store front building service and Web hosting service ?
14. What are the differences between Smart card and Debit card ?
15. Explain the various types of Biometrics.
16. Explain in detail the drivers that promote E-commerce.

(4 × 4 = 16 marks)

Part D (Essay Questions)

Answer any one question.

The question carries 10 marks.

17. Discuss the Product Strategies for Internet.
18. What is meant by Electronic Payment System ? And also describe the issues and implication regarding EPS ?

(1 × 10 = 10 mark)