GF Commerce Factory
www.commercefactoryblog.wordpress.com

D 30541-A

(Pages : 2)

Name...

Reg. No...

FIFTH SEMESTER B.Com. DEGREE EXAMINATION, OCTOBER 2012

(CCSS)

Commerce

BC 5D 01—E-COMMERCE

Time : Three Hours

Maximum : 30 Weightage

Part A

This part consist of three bunches of questions carrying equal weightage.
*Each bunch has **four** questions.*
*Answer all **twelve** questions.*

A. Fill in the blanks :

1. Virtual merchant is an example of ————.

2. ———— is an example of online payment category.

3. ———— is a piece of information generated by web server and stored in the users computer.

4. ———— is not an major Indian players in the online trading business.

B. Choose the appropriate answer :

5. ———— is not a major Indian player in the online trading business.

   (a) Indiainfoline.com. (b) icicidirect.com.

   (c) indiabulls.com. (d) nasdaq.com.

6. IN MICR "I" stands for ————.

   (a) Internet. (b) Ink.

   (c) Infrastructure. (d) Initial.

7. Indiamart is the example for ———— category of E-commerce.

   (a) B2B. (b) B2C.

   (c) C2C. (d) C2G.

8. ———— is not an online payment category.

   (a) Micro payment. (b) Consumer payment.

   (c) Business payment. (d) Cash payment.

C. State True/False for the following statements :

9. In PERL, E stands for Evaluation.

10. E-Commerce is more suitable for non-standard goods, perishable goods and extremely high-value goods.

11. The SET Protocol is specifically designed to support secure credit card transactions over the Internet.

12. Metalsite.com is an example of B2B model of E-Commerce.

(12 × ¼ = 3 weightage)

Turn over

Part B

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

13. B2C.

14. SGML.

15. VPN.

16. SCM.

17. I-Way.

18. Proxy service.

19. SSL.

20. XML.

21. Digital switch.

(9 × 1 = 9 weight

Part C

Answer any **five** *question from seven in not more than* **one page** *each.*
Each question carries a weightage of 2.

22. Define e-commerce. What are the benefits of using e-commerce ?

23. What are the weakness in internet advertising ?

24. Define mobile commerce.

25. Define biometrics. Write types of biometrics.

26. What are the security issues on electronic payment system ?

27. What are the regulatory framework of e-commerce ?

28. What are the components of web sites ?

(5 × 2 = 10 weighta

Part D

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

29. What are the business models of e-commerce ? Explain.

30. Differentiate E-commerce and traditional commerce.

31. What are the marketing strategies of E-commerce ? Explain.

(2 × 4 = 8 weightag