

D 21496

(Pages : 2)

Name.....

Reg. No.....

THIRD SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2011

(C.C.S.S.)

Complementary Course

BC 3C 03—E—COMMERCE MANAGEMENT

Time : Three Hours

Maximum Weightage : 30

Part A

Answer all twelve questions.

I. Fill in the blanks :

- 1 Devices used to authenticate the sender of data is _____.
- 2 All business activities conducted on the internet by a firm is known as _____.
- 3 Language used to instruct computers to display web page is _____.
- 4 The structure of a web page is called _____.

II. Match the Following :—

- | | |
|------------|-------------------------------|
| 5 e-Zines | (A) encryption process. |
| 6 EDI | (B) Unsolicited e-mail. |
| 7 SET | (C) Online Magazines. |
| 8 Spamming | (D) Order in electronic form. |

(12 × ¼ = 3)

III. State True / False :

- 9 Template Tracks online Behaviour.
- 10 Locking data sent between a sender and receiver is decrypting.
- 11 e-business is a branch of e-commerce.
- 12 GUI is an encryption process.

Part B

Answer the following in one or two sentences each.

Each question carries a weightage of 1.

Answer all questions.

13. What is protocol ?
14. What is hyper link ?
15. What is a web Server ?

Turn over

16. What is a search engine ?
17. What is EDT ?
18. Enumerate the E-Commerce Applications.
19. What is Encryption ?
20. What is HTTP ?
21. What is hosting ?

(9 × 1

Part C

Answer any **five** in one or two Paragraphs each.
 - Each question carries a weightage 2.

22. What is E-Commerce ?
23. Write a short note on Business to Consumer model ?
24. What are the elements of WWW ? Enumerate
25. What do you understand by e-mail ?
26. Examine the application of e-business strategies to managerial, marketing & financial situations.
27. What is Intranet ?
28. What is Bio-metrics ?

(5 × 2 =

Part D

Answer any **two** each question carries a weightage of 4.

29. What are the e-Business Barriers in India ?
30. Explain the E-payment System in e-business.
31. Discuss various Business models in e-business with examples.

(2 × 4