

D 92222



**COMMERCE
FACTORY**

(Pages : 3)

Name.....

Reg. No.....

THIRD SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2015

(CUCBCSS—UG)

Complementary Course

BCM 3C 03—E-COMMERCE MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

I. Choose the correct answer :

- 1 The cybercrime relating to monitoring data flow between shopper's computer and E-commerce server :
 - (a) Sniffing.
 - (b) Hacking.
 - (c) Spoofing.
 - (d) Phishing.
- 2 Which of the following is not a feature of E-commerce ?
 - (a) SCM.
 - (b) EDI.
 - (c) WWW.
 - (d) BPR.
- 3 E-banking is also known as :
 - (a) ATM.
 - (b) Traditional Banking.
 - (c) Net Banking.
 - (d) None of these.
- 4 M-commerce stands for :
 - (a) Mega Commerce.
 - (b) Mobile Commerce.
 - (c) Micro Commerce.
 - (d) Macro Commerce.
- 5 Which of the following provide security and privacy for the use of the web page content ?
 - (a) HTTP.
 - (b) HTML.
 - (c) FTP.
 - (d) None of these.

II. Fill up the blanks :

- 6 Companies use _____ networks to automate employee related corporate processes.
- 7 _____ is a systems approach to Managing the entire flow of information, materials and services from raw material suppliers through factories and warehouses to the end customer.

Turn over

- 8 _____ is a global web in which millions of users are communicating with each other with the help of computers.
- 9 _____ allows a business application on the computer of one organization to communicate directly with the business application on the computer of another company.
- 10 _____ in the e-commerce may be a holder of a payment card such as credit card or debit card from an issuer.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

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

- 11 What is C2C E-commerce transaction ?
- 12 What is a search engine ?
- 13 What is the need for firewall security ?
- 14 What do you mean by the term www ?
- 15 What is meant by E-coin ?
- 16 Write a short note on SSL.
- 17 What is C2B E-commerce transaction ?
- 18 What is meant by the term Internet ?
- 19 Write a short note on SET.
- 20 What is a credit card ?

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

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

- 21 Write a note on B2B E-commerce transaction.
- 22 What is a prepaid payment system ? What are its benefits ?
- 23 What are the benefits of EDI ?
- 24 Briefly explain about the participants in an online electronic payment transaction.
- 25 Distinguish between E-commerce and E-business.

- 26 Write a note on B2C E-commerce transaction.
- 27 Explain the regulatory framework of E-commerce.
- 28 What are the components of a website ?

(6 × 4 = 24 marks)

Part D (Essay Questions)

*Answer any two questions.
Each question carries 15 marks.*

- 29 What is a web portal ? What are the different types of portal ?
- 30 What do you mean by the term biometrics ? What are the different types of biometrics ?
- 31 What do you mean by internet advertising ? What are the different models of internet advertising ?

(2 × 15 = 30 marks)

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(Pages : 4)

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Complementary Course

BCM 3C 03—E-COMMERCE MANAGEMENT

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes

Total No. of Questions : 20

Maximum : 20 Marks

INSTRUCTIONS TO THE CANDIDATE

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BCM 3C 03—E-COMMERCE MANAGEMENT
(Multiple Choice Questions for SDE Candidates)

1. The internet is :
 - (A) Web site.
 - (B) Network of networks.
 - (C) Host.
 - (D) Server.
2. E-commerce refers to paperless exchange of business information using :
 - (A) Electronics data interchange.
 - (B) Electronic Mail.
 - (C) Bulleting boards.
 - (D) All the above.
3. ASCX12 standards were established is :
 - (A) 1986.
 - (B) 1984.
 - (C) 1982.
 - (D) 1987.
4. Which is much helpful to do business beyond cultural and national boundaries :
 - (A) E-Commerce
 - (B) Traditional Commerce.
 - (C) Mobile commerce.
 - (D) Retailing.
5. Electronic exchange of business documents in a standard format is known as :
 - (A) E-Commerce.
 - (B) E-business.
 - (C) EDI.
 - (D) None of these.
6. This is essentially a business process that connects manufactures retailers, custom and suppliers in the form of a chain to develop deliver products.
 - (A) E-Commerce.
 - (B) EDI.
 - (C) SCM.
 - (D) Net working.
7. Both buyers and sellers actively participate and exchange products services in a :
 - (A) SCM.
 - (B) EDI.
 - (C) E-COMMERCE
 - (D) Traditional commerce.

8. A model describes how the firm will earn revenue, make profit and produce a better return on invested capital is :
- (A) Revenue model. (B) Competitive advantage.
(C) Value proposition. (D) Markets strategy.
9. Which of the following are not the major business models utilized in the B2B are :
- (A) E-DISTRIBUTOR. (B) E-Procurement.
(C) B2B hubs. (D) None of these.
10. 20north.com, flipkart.com. are an example for :
- (A) B2B. (B) B2E.
(C) B2G. (D) B2C
11. Service providers offer service _____.
- (A) Offline. (B) Direct.
(C) Indirect. (D) Online.
12. _____ refers to supply of goods and services for online government procurement.
- (A) C2C. (B) B2G.
(C) B2E. (D) B2B.
13. Which among these is a cheap alternative method to traditional printed catalogues ?
- (A) Paper catalogue. (B) Floppy.
(C) CD—ROM S. (D) None.
14. In e-Commerce , they can not explore the stores shelves and product space. They can only search a :
- (A) Electronic items. (B) Specific copy.
(C) Digital catalogue. (D) None.
15. E-commerce refers to :
- (A) Direct buying. (B) Retailing.
(C) SCM. (D) Online transaction.

Turn over

16. EDI cannot be implemented _____ but requires the co-operation of trading partners.
- (A) Unilaterally. (B) Bilaterally.
(C) Multilaterally. (D) All the above.
17. Components of SCM system includes :
- (A) SCM software and hardware. (B) Business processes.
(C) Users. (D) All the above.
18. Supply chain execution is the process of putting supply chain planning in to _____.
- (A) Action. (B) Operation.
(C) Maintenance. (D) Control.
19. Which of the following are not a drawback of public B2B exchanges :
- (A) Lack of customization. (B) Limited supplier participants.
(C) Customers satisfaction. (D) None.
20. Essential elements needed to develop successful business model in any field are _____.
- (A) Value proposition. (B) Revenue model.
(C) Competitive advantage. (D) All the above.