

THIRD SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2016

(CUCBCSS—UG)

Complementary Course

BCM 3C 03—E-COMMERCE MANAGEMENT

**COMMERCE
FACTORY**
Maximum 30 Marks

Time : Three Hours

Section A

*Answer all questions.
Each question carries 1 mark.*

I. Choose the correct answer :

1 A _____ traditional company that have a shop and offer face to face consumer experience is called

- (a) Click and Mortar companies. (b) Click only companies.
(c) Brick and Mortar companies. (d) None of the above.

2 Online business attempts to reach individual customers is called _____.

- (a) B2B. (b) B2C.
(c) C2C. (d) C2B.

3 Which one of the following is not come under EPS ?

- (a) Debit Card. (b) Credit Card.
(c) Paper currency. (d) All of the above.

4 Cryptography is a technique used to _____ the data.

- (a) Protect the data. (b) Transfer data in the network.
(c) Translate data. (d) None of the above.

5 Which one of the following is the cheapest way of publicity ?

- (a) TV. (b) Radio.
(c) Internet. (d) Bill boards.

II. Fill in the blanks :

6 HTTP stands for is Hypertext Protocol

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- 7 Biometric is the science and technology of measuring and analyzing ^{Biological} data.
- 8 ^{e-commerce} means commercial transaction through internet.
- 9 Encryption and decryption form part of _____.
- 10 The first Information Technology Act came into effect in India during ²⁰⁰⁰.

(10 × 1 = 10 marks)

Section B

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

- 11 What is meant by extranet? ^{Extranet}
- 12 What is B2G e-commerce?
- 13 What is supply chain management?
- 14 What do you mean by antivirus software? ^{Software}
- 15 What is an electronic cheque?
- 16 What is a debit card?
- 17 Explain about the term EPS?
- 18 What do you mean by e-cash?
- 19 Write a short note on sniffing the network.
- 20 What is encryption?

(8 × 2 = 16 marks)

Section C

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

- 21 Discuss the impact of e-commerce in the business field.
- 22 What is a web portal? Examine various types of web portals.
- 23 Distinguish between e-commerce and E-Business.
- 24 What is EDI? What are the important steps involved in the working of EDI?
- 25 Examine the challenges of e-commerce.
- 26 What are the important features of e-commerce?

27 Define cyber crime. State any *five* cyber crime.

28 Discuss various models of internet advertising.

(6 × 4 = 24 marks)

Section D

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

29 Examine the role of biometrics in online transactions. Discuss different types of biometrics.

S-30 Examine the benefits and workings of Electronic Data Interchange (EDI).

31 What is Supply Chain Management? Examine the major components and parties involved in SCM.

(2 × 15 = 30 marks)

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(Pages : 4)

Name.....

Reg. No.....

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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 attacker monitors the data between the shoppers computer and the server :
(A) Spoofing. (B) Snoofing.
 (C) Sniffing. (D) None.
2. Gain entry into the user's system and scan your file system for personal information is known as :
(A) Spoofing. (B) Snooping.
(C) Sniffing. (D) None.
3. The IT act came into effect on :
(A) 17th May 2000. (B) 17th December 2000.
 (C) 17th October 2000. (D) 17th June 2000.
4. E-commerce consists of commerce activities :
(A) Electrically. (B) Technically.
 (C) Electronically. (D) None.
5. A digital signature performs a similar functions to a :
(A) Thump impression. (B) Written Signature.
(C) Scanning. (D) None.
6. Which is used for transferring money from one bank account to another directly without involving cash ?
 (A) EFT. (B) E-Cash.
(C) Micro-payment. (D) None.
7. Which is an electronic medium for making payment ?
(A) Smart card. (B) Debit card.
(C) e-cash. (D) All of the above.

8. A popular example of E wallet is :
- (A) Micro soft wallet. (B) Mega soft wallet.
(C) Penta soft wallet. (D) None.
9. Which are used for signing and endorsing electronic changes ?
- (A) Manual signature. (B) Thump impression.
 (C) Digital signature. (D) Spot signature.
10. _____ is a card with a microchip that can be used instead of cash and coins for everything.
- (A) Electronics cash. (B) Fast cash.
 (C) Electronic purse. (D) None.
11. The structure of a web page is called it's :
- (A) Web design. (B) Web layout.
 (C) Architecture. (D) None.
12. _____ is a client server based internet standards or set of rules.
- (A) HTML. (B) HTTP.
(C) HPTP. (D) None.
13. Which are not the types of web pages ?
- (A) Summary page. (B) Content page.
 (D) Help me page.
14. A web page is transferred to users of computer through :
- (A) HTML. (B) NTTP.
 (C) HTTP. (D) None.
15. The purpose of this page is to provide links to other pages :
- (A) Home page. (B) Web page.
(C) Summary page. (D) None.

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16. The advertisement which float over the page for 5 to 30 sec. is :
- (A) Banner advertisement. (B) Interstitials.
(C) Floating advertisement. (D) None.
17. This type of portal is application oriented :
- (A) Application centric portals. (B) B2B portals.
(C) Horizontal portals. (D) None.
18. Meta crawler is also an example for :
- (A) Mega search engine. (B) Meta-search engine.
(C) Search engine. (D) None.
19. PPC engines is called :
- (A) Per-pay click. (B) Pay-per click.
(C) Pay-pay click. (D) none.
20. Business to consumer application of mobile commerce includes :
- (A) Advertising promotion. (B) An intelligent device.
(C) A connective device. (D) A transactional device.