Reg. No. : ....

Name : ....

Fourth Semester B.Com. Degree Examination, July 2017
Career Related First Degree Programme under CBCSS
2(b) : Commerce with Computer Application
Core Course – XVI : CC 1445
E-COMMERCE
(2013 Adm. Onwards)

Time : 3 Hours　　　　　　　　　　　　　　　　　　　Max. Marks :

SECTION – A

Answer **all** questions. **Each** carries **one** mark.

1. What is W.W.W. ?

2. What are skyscrapers ?

3. Define e-cash.

4. What is E-business risk ?

5. What is the role of a firewall ?

6. What is digital signature ?

7. What is phishing ?

8. What is subscription model ?

9. Define EDI.

10. What is internet ?

(10×1=10 Ma

C – 3950

SECTION – B

Answer **any eight** questions in **not** exceeding **one** paragraph **each**. **Each** carries **two** marks.

11. What is ICQ ?

12. What is e-branding ?

13. What is HTTP ?

14. What is B2B e-commerce ?

15. What is horizontal portal ?

16. What is Ezines ?

17. What is intranet ?

18. What is a credit card ?

19. What is cryptography ?

20. What is Antivirus programmes ?

21. What is Electronic tokens ?

22. What is payment gateway ?

(8×2=16 Marks)

SECTION – C

Answer **any six** questions in **not** exceeding **120** words. **Each** carries **four** marks.

23. What are the characteristics of electronic commerce ?

24. Explain the classification of infomediaries.

25. Explain different models of internet advertising.

26. What are the benefits of electronic cheque ?

27. Discuss the major components of a website.

28. What are the key differences between traditional commerce and e-commerce ?

29. Bring out the benefits of B2B model.

30. What are the major weaknesses of internet advertising ?

31. What is a smart card ? What are its advantages ?   (6×4=24 Marks)

SECTION – D

Answer **any two** questions in **not** exceeding **four** pages. **Each** carries **fifteen** marks.

32. What is e-commerce ? Explain the importance and benefits of e-commerce.

33. Explain various e-business model based on the relationship of transaction types.

34. Briefly discuss the applications of e-commerce.

35. What is e-advertising ? Explain various means of advertising.   (2×15=30 Marks

Fourth Semester B.Com. Degree Examination, July 2018
Career Related First Degree Programme Under CBCSS
2(b) : Commerce with Computer Application
Core Course XVI : CC 1445 : E-COMMERCE
(2013 Adm. Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions. **Each** carries **one** mark.

1. What is E-commerce ?

2. What is a Search engine ?

3. What is spoofing ?

4. What is a debit card ?

5. What is a web portal ?

6. What is malware ?

7. Define Proxy server.

8. What is encryption ?

9. What is a business model ?

10. What is digital certificate ?

(10×1=10 Marks)

SECTION – B

Answer **any eight** questions in **not** exceeding **one** paragraph **each**. **Each** carries **two** marks.

11. Distinguish between forward and reverse auctions.

12. What is Telnet ?

13. What is marketing ?

14. What is e-cheque ?

P.T.O.

15. What do you mean by banner ads ?

16. What is File Transfer Protocol ?

17. State the major models of etailing.

18. What is dycryption ?

19. What is IRC ?

20. What is EDI ?

21. What is VoIP ?

22. What is Extranet ?   (8×2=16 Marks

SECTION – C

Answer **any six** questions in **not** exceeding **120** words. **Each** carries **four** marks.

23. Explain various E-commerce opportunities for industries.

24. Bring out the limitations of E-commerce.

25. What is meant by client server network ?

26. What are the major advantages of B2C ?

27. Explain infomediary model.

28. Define E-cash. What are the properties of E-cash ?

29. State the advantages of online marketing.

30. What is community model ? What are the functions of communities on the web ?

31. Explain the advantages of brokerage model.   (6×4=24 Marks

SECTION – D

Answer **any two** questions in **not** exceeding **four** pages. **Each** carries **fifteen** marks.

32. Explain the security issues in electronic commerce.

33. Define E-commerce. Discuss the important characteristics of E-commerce.

34. Explain various e-business model based on the relationship of transaction parties.

35. Explain the factors to be considered for making E-commerce successful.
                                                             (2×15=30 Marks

Fourth Semester B.Com. Degree Examination, July 2019

Career Related First Degree Programme under CBCSS

2(b) – Commerce with Computer Applications

Core Course XVI : CC 1445 – E-Commerce

(2013 Admission onwards)

Time : 3 Hours   Max. Marks : 80

SECTION – A

Answer **all** questions in one or two sentences. Each question carries 1 mark.

1.   What is E-Commerce?

2.   What is revenue model of e-commerce?

3.   What is B2E e-commerce?

4.   What is aggregate model?

5.   What is web site?

6.   What is HTML?

7.   What is e-marketing?

8.   What is advertorials?

9.   What is Internet hoax?

10. What is adware?

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

Answer any **eight** questions in not exceeding one paragraph each. Each question carries **2** marks.

11. What is Internet?

12. Who is a transaction broker?

13. What are B2B hubs?

14. Explain brokerage model.

15. What is affiliate model?

16. What is online marketing?

17. What is E-zines?

18. What do you mean by Denial of Service Attack?

19. What is Phishing?

20. What is firewall?

21. What is a credit card?

22. What is electronic cash?

(8 × 2 = 16 Marks)

SECTION – C

Answer any **six** questions not exceeding **120** words each. Each question carries **4** marks.

23. State the importance of E-Commerce.

24. What are the limitations of e-commerce?

25. Explain various types of e-business models.

26. Explain the advantages of smart card.

27. Discuss the brokerage model of e-commerce

28. What are the limitations of traditional marketing?

29. What are the benefits of internet advertising?

30. State the objectives of information security.

31. What are the different types of website security risks?

(6 × 4 = 24 Marks)

SECTION – D

Answer any **two** questions in not exceeding **4** pages each. Each question carries **15** marks.

32. What is business model? Explain various e-commerce models.

33. What is e-advertising? Discuss various means of e-advertising.

34. What is information security? State its objectives and principles.

35. What is e-cash? State its properties. What are its advantages and disadvantages?

(2 × 15 = 30 Marks)

———————

G – 4238