

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2018**Third Semester**

Common Core Course (3)—E-COMMERCE AND GENERAL INFORMATICS

(Common for Model I, Model II and U.G.C. Sponsored B.Com. Degree Programmes)

[2013–2016 Admissions]

Time : Three Hours

Maximum Marks : 80

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

1. What is open auction ?
2. What is E-Banking ?
3. What do you mean by virus ?
4. Explain F-Commerce.
5. What is digital cash?
6. Explain credit card.
7. What is hybrid smart card ?
8. Explain C2C.
9. What is PGP ?
10. Explain E-branding.

(10 × 1 = 10)

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

11. What is encryption ?
12. Describe value chain integration.
13. Explain E-Purse.
14. Who is a virtual merchant ?
15. Explain corporate purchasing.
16. What is digital signature ?

Turn over

17. What do you mean by pure E-commerce ?
18. Explain anti-virus software.
19. What is server ?
20. What do you mean by logistics management ?
21. List out various modes of payments in e-commerce.
22. What is gateway ?

(8 × 2 = 16)

Section C

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

23. Explain info-mediary model of E-commerce.
24. What are the limitations of electronic payment system ?
25. What is web commerce ?
26. Discuss different types of smart cards.
27. What are the components of a good E-commerce Website ?
28. Write note on cyber cash.
29. Explain the techniques used to build customer loyalty in E-commerce.
30. Explain SSL and Source HTTP.
31. Explain the trading process in B2B commerce.

(6 × 4 = 24)

Section D

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

32. Explain different E-commerce models based on transaction type.
33. Discuss the features and limitations of E commerce.
34. Discuss the process or transaction cycle of E-commerce.
35. Explain the precautionary measures to be taken to avoid security threats in e-commerce.

(2 × 15 = 30)