

Register No.: ..... Name: .....

**SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)**

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

**SEVENTH SEMESTER INTEGRATED MCA DEGREE EXAMINATION (R), DECEMBER 2023  
(2020 SCHEME)****Course Code: 20IMCAT401****Course Name: M - Commerce****Max. Marks: 60****Duration: 3 Hours****PART A*****(Answer all questions. Each question carries 3 marks)***

1. Summarize the features of E-commerce technology.
2. What role does a Decision Support System play within the frame work of E-commerce? Describe.
3. List the benefits of M-commerce.
4. What are the various categories of M-commerce services? Explain.
5. Discuss the features of NTT Docomo's i-mode.
6. Explain the advantages of wireless personal and local area network.
7. How does M-commerce business model differ from traditional E-commerce model? Explain.
8. Illustrate the role of E-commerce in the automotive industry.
9. Write a note on payments in M-commerce.
10. Describe the role of transparency and fraud prevention in M-commerce.

**PART B*****(Answer one full question from each module, each question carries 6 marks)*****MODULE I**

11. Explain any two information processing technologies used in E-commerce. (6)

**OR**

12. a) What is Intelligent Decision Support System in E-Commerce? (2)  
b) Illustrate the key components and applications of Intelligent Decision Support System. (4)

**MODULE II**

13. What is mobile marketing? How does it differ from mobile advertising? (6)

**OR**

14. Compare and contrast wireless and wired commerce. (6)

**MODULE III**

15. Explain how technological advancements influence the development of strategies in mobile communication networks. (6)

**OR**

16. Elucidate the classification framework for mobile location based services. (6)

**MODULE IV**

17. What is Wireless Application Protocol? Explain the purpose of Wireless Application Protocol. (6)

**OR**

18. Explain M-commerce business models. (6)

**MODULE V**

19. Describe any three issues associated with M-commerce. (6)

**OR**

20. Summarize the roles of encryption, authentication and confidentiality in establishing trust in M-commerce. (6)

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