



II Semester M.Com. Examination, June 2015  
(CBCS)  
Commerce

Paper – 2.3 : ADVANCED E-COMMERCE & MOBILE COMMERCE

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any seven** sub-questions out of **ten**. Each sub-question carries 2 marks.

(7×2 = 14)

What do you mean by :

1. a) Digital certificate
- b) e-cheque
- c) M-commerce
- d) L A N
- e) WAP
- f) Brand building with M-commerce
- g) 4 G Technology
- h) SET protocol
- i) Mobile marketing
- j) ANSIX12 ?

SECTION – B

Answer **any four** questions out of **six**. Each question carries 5 marks.

(4×5 = 20)

2. "Various threats are hampering widespread use of e-commerce". Explain.
3. Discuss different types of electronic banking.
4. Compare and contrast wireless and wired commerce.

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5. "Success of mobile commerce pre-supposes existence of wireless devices". Discuss.
6. Briefly outline M-commerce business models.
7. "Adoption of mobile gaming services changed the face of entertainment". Elucidate.

SECTION – C

Answer **any 3** questions out of **5**. **Each** question carries **12** marks. **(3×12 = 36)**

8. Bring out evolution of EDI. What are the benefits of EDI in e-commerce ? Explain.
  9. "In spite of technological advancements electronic payment system is risky". Discuss.
  10. Examine the infrastructure required for M-commerce.
  11. "Technological advances have a remarkable impact on strategy formulation in M-commerce". Elucidate.
  12. Describe the application of M-commerce in automotive industry with suitable examples from industry.
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II Semester M.Com. Examination, June 2016  
(CBCS) (Semester Scheme)  
COMMERCE

Paper – 2.3 : Advanced E-Commerce and Mobile Commerce

Time : 3 Hours

Max. Marks : 70

SECTION – A

1. Answer **any seven** questions out of ten. **Each** question carries **two** marks. (7×2=14)
- Who are War-drivers ?
  - What is EDI ?
  - What is EFT ?
  - Define Protocol.
  - What is a bluetooth ?
  - Define Wi-Fi.
  - What is a Wi-Max ?
  - What is I-Appli ?
  - Name any two mobile apps for auctions.
  - What is a i-kraft ?

SECTION – B

Answer **any four** questions out of six. **Each** question carries **five** marks. (4×5=20)

- Explain public key cryptography with digital envelope.
- What are the methods of e-payments ? Explain.
- Explain Location Based Services.
- Differentiate 1G, 2G, 3G and 4G.
- How mobile Advertising helps in building a brand ? Explain.
- Explain the NTT Docomo Services.

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SECTION - C

Answer **any three** questions out of five. **Each** question carries **twelve** marks. **(3x12=36)**

8. Explain EDI and its applications.
  9. What are the threats in E-Commerce ? Explain.
  10. Explain the types of mobile commerce services.
  11. Explain the framework of mobile commerce.
  12. What are the Wireless Devices available for mobile commerce ? Explain.
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