



PG - 640

II Semester M.Com. Degree Examination, July/August 2011
(2007-08 Scheme) (N.S.)

Commerce

Paper - 2.3 - E-COMMERCE

Time : 3 Hours

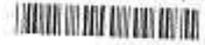
Max. Marks : 80

SECTION - A

1. Answer **any ten** from the following. **Each** question carries **two** marks : (10×2=20)

- a) Define E-business.
- b) What is a Router ?
- c) What is domain name and top level domain ? Give an example.
- d) Expand IMAP and MIME.
- e) What is VPN ?
- f) What is T1 line and T3 line ?
- g) What is Finger ?
- h) Define Ping and Tracert.
- i) What is Benchmarking ?
- j) Define Portal.
- k) What is a Dynamic webpage ?
- l) Who are Commerce Service Providers ?

P.T.O.



SECTION - B

Answer **any three** from the following. **Each** question carries **five** marks. (3×5=15)

2. Explain the functions of shopping cart in E-commerce websites.
3. Who is an ISP ? What are the services provided by them ?
4. Explain the types of websites available for e-commerce activities.
5. Explain seven unique features of E-commerce Technology.
6. What is EBPP ? Explain the types of EBPP systems.

SECTION - C

Answer **any three** from the following. **Each** carries **fifteen** marks. (3×15=45)

7. Describe the major types of e-commerce.
8. What is a E-business Model ? Explain the eight key ingredients of an effective E-business model.
9. Explain how various forms of encryption technology help protect the security of messages sent over the internet.
10. Identify and describe the main technologies that support online marketing.
11. Bring out salient features of IT Act 2000.