



PG - 485

II Semester M.Com. Examination, June/July 2010
(2007-08 Scheme) (NS)
COMMERCE
2.3 : E-Commerce

Time : 3 Hours

Max. Marks : 80

SECTION - A

1. Answer **any ten** of the following in about **4-6 lines each**. Each sub-question carries **2 marks**. (2×10=20)
- What is 'home page', what is 'web site' and what is 'web-portal' ?
 - What is public key ?
 - What is SET ?
 - What is 3G technology ?
 - What is GSM and what is GPRS ?
 - What are grey hats ?
 - What is meant by client server ?
 - Define e-business.
 - Name business applications of EDI.
 - Name four computer crimes.
 - Name four e-payment systems.
 - Name the technologies for e-CRM.

SECTION - B

Answer **any three** of the following in about a page. Each question carries **5 marks**. (5×3=15)

- Describe in brief steps to create digital signature.
- What are intelligent agents ? Explain in brief.

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4. Give the names of different BTOB business models. Critically evaluate any one of them.
5. State the desirable properties of an effective e-payment system.
6. What is e-advertising ? Discuss in brief.

SECTION - C

Answer any three of the following in about 3 pages each. Each question carries 15 marks. (3×15=45)

7. What are hardware and software requirements for E-commerce activities ? Explain.
8. Define m-commerce and explain the infrastructure required for its effective use in E-commerce.
9. Explain the security measures available in E-commerce.
10. Define e-business. State its advantages and limitations. Discuss the business where E-commerce is more effective than traditional commerce.
11. Discuss the steps to be followed for effective design of a website. Illustrate, with an example components of a website.