PG – 436

II Semester M.Com. Degree Examination, June 2009
(2007-08 Scheme) (NS)
COMMERCE
Paper – 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)

a) Define e-business.

b) Discuss technologies for CRM.

c) What is a smart card ?

d) What are on-line exchanges ? Discuss.

e) Give one example each of BTOC and CTOC business.

f) Give same examples of financial EDIS.

g) Define SSL protocol.

h) What is a search engine.

i) What is GPRS ?

j) What do you mean by 'finger and ping'

k) What is span ?

l) What is a 'gateway server' ?

SECTION – B

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

2. What is an auction ? Discuss the benefits of auctions to buyers and sellers.

3. Bring out the role of EDI in international marketing.

4. Compare and contrast CDMA and GSM.

5. Write a brief note on wireless technology.

6. List the names of webservers..Explain any one of them in brief.

SECTION – C

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

7. Discuss e-payment system for retail payments.

8. Discuss e-marketing, e-advertising.

9. List computer crimes. Critically evaluate IT Act, 2000.

10. Explain public key encryption and private key encryption. List the advantages and disadvantages of each.

11. Critically evaluate different internet utility programs available in E-commerce.

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