



PG – 812

II Semester M.Com. Examination, July 2012
(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)
- Define Electronic record as per IT Act, 2000.
 - How does B2C work ?
 - What is encryption ?
 - What is packet filtering ?
 - What is URL ?
 - What is E-CRM tool kit ?
 - What is E-Commerce ?
 - What is portal ?
 - Define SSL.
 - What is pull architecture ?
 - What is digital signature ?
 - What is e-auction ?

SECTION – B

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

- Compare and contrast CDMA and GSM technologies.
- "e payment systems spread only when the hurdles are overcome". Describe them.

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4. Briefly discuss two computer crimes.
5. "Web hosting choices determine its effectiveness". Examine.
6. "Critical factors of web auctions are perishability, scarcity, movement and geographic constraint". Explain.

SECTION – C

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

7. Critically examine B2B model of e-commerce. List out some major B2B portals in India.
8. "The effectiveness of internetworking is based on how to build a set of protocols that can handle communications between two or more computers". Describe.
9. Explain various business applications of EDI.
10. "Four components comprise firewall : Network policy, authentication mechanism, packet filtering, and application gateways". Explain.
11. Describe WAP architecture bringing out the various components of it.