II Semester M.Com. Degree Examination, July/August 2013
(2007– 08 Scheme) (NS)
COMMERCE
Paper – 2.3: E-Commerce

Time : 3 Hours

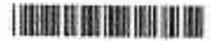Max. Marks : 80

Instruction: Answer all questions.

SECTION – A

1. Answer **any ten** of the following in about **3-4** lines each. **Each** sub-question carries **two** marks.

   (10×2=20)

   a) What is E-CRM ?

   b) What is web server ?

   c) What are Portals ?

   d) What are web hosting choices ?

   e) Define M-Commerce.

   f) What is SSL protocol.

   g) What is Electronic Payment systems ?

   h) What is WAP ?

   i) What is web server hardware ?

   j) What is Internet utility program ?

   k) Define Digital signature.

   l) Define smart card.

SECTION – B

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

2. What are e-business revenue models ?

3. Write a brief note on web server hardware.

4. What are the business applications of EDI ?

5. What is e-advertising ? Explain with an example.

6. What is the utility of Firewalls ?

SECTION – C

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

7. Discuss the various E-Commerce models in business.

8. Explain IT Act of 2006 and its implication on business.

9. Describe the steps in implementing E-Commerce Security.

10. Explain the various wireless application technologies for Mobile Commerce.

11. Explain the various e-payment systems and critically evaluate any two of them in detail.

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