B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2016

Third Semester

Common Core Course 3—E-COMMERCE AND GENERAL INFORMATICS

(Common for Model I, Model II and UGC Sponsored B.Com. Degree Programmes)

[2013 Admission onwards]

Time : Three Hours   Maximum : 80 Marks

Part A

Answer all questions.
Each question carries 1 mark.

1. What is online shopping ?

2. What is smart card ?

3. What is online loyalty ?

4. What are pop-up advertisements ?

5. Who is a bid vendor ?

6. What is shopping cart software ?

7. What is SCM ?

8. What are B2B vertical markets ?

9. What is affiliate model ?

10. What is a cookie ?

$(10 \times 1 = 10)$

Part B

Answer any eight questions.
Each question carries 2 marks.

11. What is security threat ?

12. Write short notes on E-mail Marketing.

13. What is micro-marketing ?

14. Explain online billing.

15. What is D-Commerce ?

16. What is Paypal ?

Turn over

17. What is Banner Ad ?

18. Explain M-Commerce.

19. What is internet merchant account ?

20. Who are the parties involved in e-cheque payment system ?

21. What are the components of a website ?

22. What is a website ?

$(8 \times 2 = 16)$

Part C

Answer any six questions.
Each question carries 4 marks.

23. Explain e-tailing.

24. Explain the trading process in B2B e-commerce.

25. Explain the importance of electronic payment system.

26. Differentiate web development and web design.

27. What is fire wall ? What are the limitations of firewall ?

28. What is digital signature ?

29. What is a password ? What are the requirements of a strong password ?

30. Write short notes on ERP.

31. Differentiate asymmetric and symmetric encrypting.

$(6 \times 4 = 24)$

Part D

Answer any two questions.
Each question carries 15 marks.

32. What is meant by e-branding ? What are the elements of e-branding ?

33. Explain various e-commerce business models.

34. Briefly explain various e-payment systems.

35. What is computer virus ? Explain various types of virus.

$(2 \times 15 = 30)$