

**B.Com. DEGREE (CBCSS) EXAMINATION, NOVEMBER 2010****Third Semester****Common Core Course-3— E-COMMERCE AND GENERAL INFORMATICS**

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

Time : Three Hours

Maximum Weight : 25

*Answers may be written either in English or in Malayalam.*

**Section A**

*This section consists of four bunches of four questions and each bunch carries a weight of 1.*

*Answer all questions.*

**I. Choose the correct answer from the choices given :**

1 Digi cash is an example of :

- (a) Cyber cash. (b) Payment service provides.  
(c) Electronic cash. (d) i-Banking.

2 ACH stands for :

- (a) Automatic Computing House. (b) Automated Clearing House.  
(c) Authorised Clearing House. (d) Authorised Customers House.

3 Secret key is used in :

- (a) Public key cryptography. (b) Symmetric cryptography.  
(c) Assymetric cryptography. (d) None of these.

4 ERP stands for :

- (a) Enterprise Review Planning. (b) Enterprise Resource Planning.  
(c) Enterprise Revenue Planning. (d) None of these.

**II. Fill in the blanks :**

- 5 E-procurement is the another name of ——— business.  
6 In internet communication is possible by internet protocol and ———.  
7 ——— records information as it passes through a particular router on network.  
8 ——— is a protocol for exchanging E-mail.

III. State whether the following statements are True or False :

- 9 A bulletin Board is an example for community model of E-Commerce.
- 10 FTP is a security protocol.
- 11 Credit card is an example of real time digital token.
- 12 SSL is a security technology.

IV. Match the following :—

- |               |  |
|---------------|--|
| 13 SHTTP      | (a) Company sell products to customers.            |
| 14 B2C        | (b) Individuals who buy and sell items themselves. |
| 15 C2C        | (c) Higher security level technologies.            |
| 16 Debit card | (d) Cyber cash.                                    |
|               | (e) Electronic wallet.                             |

(4 × 1 = 4 weight)

**Section B**

*Answer any five questions.  
Each question carries a weight of 1.*

- |                                   |                                  |
|-----------------------------------|----------------------------------|
| 17 What is SHTTP ?                | 18 What is hybrid smart card ?   |
| 19 What is Firewall ?             | 20 What is SCM ?                 |
| 21 What is Corporate purchasing ? | 22 Define E-Commerce.            |
| 23 What are M-Wallets ?           | 24 What is digital certificate ? |

(5 × 1 = 5 weight)

**Section C**

*Answer any four questions.  
Each question carries a weight of 2.*

- 25 Explain Community model.
- 26 Explain B2B E-Commerce.
- 27 Explain the application of E-Commerce in direct marketing.
- 28 Explain the elements of a Website.
- 29 Give some examples of nettish products.
- 30 Explain briefly the operations of credit and debit cards.

(4 × 2 = 8 weight)

**Section D**

*Answer any two questions.  
Each question carries a weight of 4.*

- 31 Explain the mechanism and advantages of E-cash.
- 32 Explain the different types of electronic payment system.
- 33 What is web development ? Explain the measures for the promotion of websites.

(2 × 4 = 8 weight)