

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2012**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 4 bunches of four questions and each bunch carries a weight of 1.

I. Choose the correct answer from the choices given :

1. Electronic Interchange of business documents in a standard format is :
(a) EDI. (b) E-Business.
(c) SOA. (d) E-Commerce.
2. A Web site that provides gate way services :
(a) Browser. (b) Portal.
(c) Search engin. (d) None.
3. Which of the following is B2E E-Commerce ?
(a) Financial services. (b) Online auction.
(c) Net banking. (d) Employee training.
4. The cyber crime relating to monitoring data flow between shopper's computer and E-Commerce Server :
(a) Spoofing. (b) Hacking.
(c) Sniffing. (d) Phishing.

II. Fill up the blanks :

5. Web page is prepared in ——— Language.
6. Tata Motors sells Cars through internet is ——— model of E-Commerce.
7. SSL stands for ———.
8. Digital signature is fixed through ——— key.

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

9. ANSI X12 is an EDI Standard.
10. E-Checks are popular in B2C E-Commerce.
11. B2B generates more revenue than B2C.
12. ATM Card is a Credit Card.

Turn over

IV. Match the following :

- | | | |
|----------------|---|--------------------|
| 13. Amazon.Com | — | Digital signature. |
| 14. HTTPS | — | B2C. |
| 15. CA | — | Selling music. |
| 16. D-Commerce | — | Digital signature. |

(4 × 1 = 4)

Section B

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

17. Describe brokerage Model of E-Commerce.
18. What is EFT ?
19. What is E-branding ?
20. What is debit card ?
21. What is Micro Commerce ?
22. What is ERP ?
23. What is shopping cart software ?
24. What is phishing ?

(5 × 1 = 5)

Section C

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

25. Distinguish between Traditional Commerce and E-Commerce.
26. Components of a successful E-Commerce Web site.
27. Distinguish between Debit Card and Credit Card.
28. What is a fire wall ?
29. Describe the features of an ideal privacy policy.
30. Describe the positives of mobile commerce.

(4 × 2 = 8)

Section D

*Answer any two questions.
Each question carries 4 weights.*

31. Describe the advantages and Limitations of EDI.
32. Describe various E-Payment Systems.
33. Describe different Web based business models.

(2 × 4 = 8)