

**B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2013****Third Semester****Common Core Course-3—E-COMMERCE AND GENERAL INFORMATICS****(Common for Model I, Model II and UGC Sponsored B.Com Degree Programme)****Time : Three Hours****Maximum Weight : 25***Answers may be written either in English or in Malayalam.***Section A***Answer all questions.**Each bunch of four questions carries a weight of 1.***I. Choose the correct answer from the choices given :****1 ACH stands for :**

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

**2 Which is known as packet filters ?**

- (a) Network layer firewall. (b) Intrusion detection system.  
(c) Application layer firewall. (d) SHTTP.

**3 Information Technology Act was enacted in the year :**

- (a) 1993. (b) 1999.  
(c) 2000. (d) 2001.

**4 EFT stands for :**

- (a) Electronic Fund Transmission. (b) Electronic Financial Transaction.  
(c) Electronic Fund Transfer. (d) Electronic Fax Transmission.

**II. Fill in the blanks :**

- 5 Hypertext services used on the web today are called \_\_\_\_\_.  
6 In internet communication to possible by internet procol and \_\_\_\_\_.  
7 Secret key is used in \_\_\_\_\_.  
8 Digi cash is an example \_\_\_\_\_.

**Turn over**

III. State whether the following are True or False :

- 9 Customer Relationship Management is a model of B<sub>2</sub>B E-Commerce.
- 10 SSL is a protocol for exchanging E-mail.
- 11 ATM is an example of EFT.
- 12 Credit card is an example of real time digital token.

IV. Match the following :

- |                     |  |
|---------------------|--|
| 13 EFT              | (a) Consumers sell products or services directly to other consumers. |
| 14 Smart Card       | (b) Alternate way for money transfer.                                |
| 15 B <sub>2</sub> B | (c) Cyber cash.  |
| 16 C <sub>2</sub> C | (d) Selling products and services to other business houses.          |
|                     | (e) Individuals who buy and sell items themselves.                   |

(4 × 1 = 4)

**Section B**

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

- 17 What is Digi-cash ?
- 18 What is Value chain ?
- 19 What is ERP ?
- 20 Define E-banking.
- 21 What is payment gateway ?
- 22 What is digital certificate ?
- 23 What is B<sub>2</sub>B E-commerce ?
- 24 What is info-mediary model ?

(5 × 1 = 5)

**Section C**

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

- 25 Explain peer to peer payments.
- 26 Explain the functions of firewalls.
- 27 What are the ERP components ?
- 28 Explain the advertising model.
- 29 Explain corporate purchasing.
- 30 Distinguish between Virus and Worms.

(4 × 2 = 8)

**Section D**

*Answer any two questions.*

*Each question carries a weight of 4.*

- 31 Explain the elements of website.
- 32 Explain the various types of card processing systems.
- 33 Explain the importance of various security measures in E-commerce.

(2 × 4 = 8)