

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2011**Third Semester****Common Core Course 3 —E.COMMERCE AND GENERAL INFORMATICS**

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

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.

Each bunch carries a weight of 1.

Answer all questions.

Bunch I

I. Choose the correct answer from the choices given :

1 EDI stands for :

- (a) E-Commerce development institute.
- (b) Enterprise data integration.
- (c) Electronic data interchange.
- (d) None.

2 The protocol that allows files to be transferred from one computer to another in the internet :

- (a) TCP/IP.
- (b) FTP.
- (c) HTTP.
- (d) SOA.

3 Which of the following is an EDI standard ?

- (a) EBCDIC.
- (b) UNEDIFACT.
- (c) FTP.
- (d) TCP.

4 Which of the following is not a feature of E-Commerce :

- (a) SCM.
- (b) EDI.
- (c) WWW.
- (d) BPR.

Bunch II

II. Fill in the blanks :

5 SCM stands for _____.

6 VPN stands for _____.

Turn over

- 7 E-cash is known as _____.
- 8 The process of encrypted data readable once again _____.

Bunch III

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

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

Bunch IV

IV. Match the following :—

- | | |
|----------------------|-------------------|
| 13 JIT | (a) Proxy server. |
| 14 Firewall | (b) SCM. |
| 15 Digital Signature | (c) C2C. |
| 16 E-bay.com | (d) IT Act. |

(4 × 1 = 4)

Section B

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

- 17 Describe advertisement model of E-Commerce.
- 18 Explain the concept of E-Commerce.
- 19 Explain SSL.
- 20 What is B2B E-Commerce ?
- 21 What is Public key ?
- 22 What is shopping cart software ?
- 23 What is phishing ?
- 24 What is D-Commerce ?

(5 × 1 = 5)

Section C

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

- 25 Explain the benefits of EDI.
- 26 Explain the reasons for failure of E-Commerce venture.
- 27 Briefly explain various E-Commerce models.
- 28 Describe the techniques for promoting E-Commerce site.

- 29 Describe different aspects of the privacy policy of a web site.
30 Describe the positives of M-Commerce.

(4 × 2 = 8)

Section D

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

- 31 Compare B2B with B2C E-Commerce.
32 Describe various E-Payment systems.
33 Describe the procedure for fixing digital signatures under the Indian IT Act, 2000.

(2 × 4 = 8)