

D 71559

(Pages : 3)

Name.....

Reg. No.....



**THIRD SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2019**

(CUCBCSS—UG)

B.Com./B.Com. Vocational

BCM 3C 03—E-COMMERCE MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

**Part A**

*Answer all questions.*

*Each question carries 1 mark.*

(A) Choose the correct answer :

1 A digital signature is :

- a) Scanned signature.                      b) Signature in binary form.  
c) Encrypting information.                d) Handwritten signature.

2 Mechanism to protect private networks from outside attack is :

- a) Antivirus.                                      b) Gateway.  
c) Formatting.                                    d) Firewall.

3 Telnet is a service that runs :

- a) Television on net.                            b) Remote program.  
c) Cable TV network.                            d) Telenext.

4 The concept of electronic cash is to execute payment by :

- a) Credit card.                                    b) ATM card.  
c) Using computer over network.            d) Cheque.

5 A traditional physical company that possess a building or store for operations and offer face-to-face consumer experience is called

- a) Click - and - mortar.                        b) Click - only.  
c) Brick - and - mortar.                        d) Virtual company.

(B) Fill in the blanks :

6 The feature \_\_\_\_\_ of means that e- commerce is available just about anywhere, at all times.

7 \_\_\_\_\_ is the unauthorized access and use of computer systems.

**Turn over**



- 8 \_\_\_\_\_ strings of text that are links to other pages.
- 9 \_\_\_\_\_ are rules that describe how clients and server communicate across a network.
- 10 SMTP stands for \_\_\_\_\_.

(10 × 1 = 10 marks)

**Part B (Short Answer Questions)**

*Answer any eight questions.  
Each question carries 2 marks.*

- 11 What is Supply Chain Management ?
- 12 Explain the meaning of Portal.
- 13 State the meaning of intranet.
- 14 What do you mean by HTTP ?
- 15 Name any two B2C business models.
- 16 What is media convergence ?
- 17 What is meant by E-Branding ?
- 18 What is SSL ?
- 19 What is mean by Smart Card ?
- 20 What is mobile commerce ?

(8 × 2 = 16 marks)

**Part C (Short Essay Questions)**

*Answer any six questions.  
Each question carries 4 marks.*

- 21 State the working of EDI.
- 22 What are the limitations of E-Commerce ?
- 23 Explain the business models of E-Commerce.
- 24 What are the various elements required to implement e-commerce strategies ?
- 25 Explain the business applications of M-Commerce.
- 26 Discuss the process of setting up website for E-Commerce.
- 27 Discuss the contents of corporate web site.
- 28 Explain the major solutions to security issues in e-commerce.

(6 × 4 = 24 marks)



**Part D (Essay Questions)**

*Answer any two questions.*

*Each question carries 15 marks.*

- 29 Discuss the role and significance of Supply Chain Management in e-commerce.
- 30 Briefly explain the different types of electronic payment systems.
- 31 Explain different models of internet advertising.

(2 × 15 = 30 marks)



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Name.....

Reg. No.....

**THIRD SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2018**

(CUCBCSS—UG)

**BCM 3C 03—E-COMMERCE MANAGEMENT**

(Common for B.Com. Vocational)

[2014 Admissions]

Time : Three Hours

Maximum : 80 Marks

**Part A**

*Answer all questions.*

*Each question carries 1 mark.*

**I. Choose the correct answer :**

- 1 A business process that connects manufacturers, retailers, customers and suppliers in the form of a chain is called :
  - (a) SCM.
  - (b) EDI.
  - (c) E-commerce.
  - (d) None of these.
- 2 Creating illegitimate sites that appear to be published by established organizations are known by this name :
  - (a) Spoofing.
  - (b) Snooping.
  - (c) Sniffing.
  - (d) Encryption.
- 3 The card which includes an embedded integrated circuit chip is called :
  - (a) Credit card.
  - (b) Debit card.
  - (c) Smart card.
  - (d) e-cash.
- 4 A web page is transferred to users through :
  - (a) HTML.
  - (b) FTP.
  - (c) HTTP.
  - (d) None of these.
- 5 The network that does not allow an external user to access the company data is called :
  - (a) Intranet.
  - (b) Internet.
  - (c) Extranet.
  - (d) www.

(5 × 1 = 5 marks)

**II. Fill in the blanks :**

- 6 \_\_\_\_\_ is the most popular voice communication service in the world.
- 7 WSDL stands for \_\_\_\_\_.

**Turn over**



- 8 E-Commerce which is conducted between business to customer is called \_\_\_\_\_.
- 9 \_\_\_\_\_ is an internet-based interactive search device that enables a user to search for information on the internet.
- 10 \_\_\_\_\_ is a web site that provides a gateway to other resources in the internet.

(5 × 1 = 5 marks)

**Part B (Short Answer Questions)***Answer any eight questions.**Each question carries 2 marks.*

- 11 What is net surfing ?
- 12 What is telnet ?
- 13 What is web portal ?
- 14 What is biometrics ?
- 15 What is digital signature ?
- 16 What is E- banking ?
- 17 What is a network firewall ?
- 18 What is mobile commerce ?
- 19 What do you mean by WAIS ?
- 20 What is C2C e-commerce ?

(8 × 2 = 16 marks)

**Part C (Short Essay Questions)***Answer any six questions.**Each question carries 4 marks.*

- 21 What are the problems and challenges of e-commerce ?
- 22 Explain the provisions contained in Information Technology Act 2000.
- 23 What is Smart card ? What are the advantages of Smart card ?
- 24 What is prepaid payment system ? What are the benefits of prepaid payment system ?
- 25 Discuss the need for a web site in E-commerce.
- 26 What is an internet protocol ? Explain different kinds of internet protocols.
- 27 Discuss the reasons for the failure of E- commerce.
- 28 What is VoIP ? What are advantages of VoIP ?

(6 × 4 = 24 marks)

**Part D (Essay Questions)***Answer any two questions.**Each question carries 15 marks.*

- 29 What is a web ? What are the advantages and disadvantages of web ?
- 30 Define Intranet and Extranet and discuss the advantages and disadvantages of them.
- 31 Explain the different security measures used in E-commerce and discuss the limitations e-security measures.

(2 × 15 = 30 marks)



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Name.....

Reg. No.....

**THIRD SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2016**

(CUCBCSS—UG)

Complementary Course

BCM 3C 03—E-COMMERCE MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

**Section A**

*Answer all questions.  
Each question carries 1 mark.*

**I. Choose the correct answer :**

- 1 A \_\_\_\_\_ traditional company that have a shop and offer face to face consumer experience is called
  - (a) Click and Mortar companies.
  - (b) Click only companies.
  - (c) Brick and Mortar companies.
  - (d) None of the above.
- 2 Online business attempts to reach individual customers is called \_\_\_\_\_.
  - (a) B2B.
  - (b) B2C.
  - (c) C2C.
  - (d) C2B.
- 3 Which one of the following is not come under EPS ?
  - (a) Debit Card.
  - (b) Credit Card.
  - (c) Paper currency.
  - (d) All of the above.
- 4 Cryptography is a technique used to \_\_\_\_\_ the data.
  - (a) Protect the data.
  - (b) Transfer data in the network.
  - (c) Translate data.
  - (d) None of the above.
- ✓ 5 Which one of the following is the cheapest way of publicity ?
  - (a) TV.
  - (b) Radio.
  - (c) Internet.
  - (d) Bill boards.

**II. Fill in the blanks :**

- ✓ 6 HTTP stands for is \_\_\_\_\_.

**Turn over**



- 7 Biometric is the science and technology of measuring and analyzing \_\_\_\_\_ data.
- 8 \_\_\_\_\_ means commercial transaction through internet.
- 9 Encryption and decryption form part of \_\_\_\_\_.
- 10 The first Information Technology Act came into effect in India during \_\_\_\_\_.

(10 × 1 = 10 marks)

### Section B

*Answer any eight questions.  
Each question carries 2 marks.*

- 11 What is meant by extranet ?
- 12 What is B2G e-commerce ?
- 13 What is supply chain management ?
- 14 What do you mean by antivirus software ?
- 15 What is an electronic cheque ?
- 16 What is a debit card ?
- 17 Explain about the term EPS ?
- 18 What do you mean by e-cash ?
- 19 Write a short note on sniffing the network.
- 20 What is encryption ?

(8 × 2 = 16 marks)

### Section C

*Answer any six questions.  
Each question carries 4 marks.*

- 21 Discuss the impact of e-commerce in the business field.
- 22 What is a web portal ? Examine various types of web portals.
- 23 Distinguish between e-commerce and E-Business.
- 24 What is EDI ? What are the important steps involved in the working of EDI ?
- 25 Examine the challenges of e-commerce.
- 26 What are the important features of e-commerce ?



- 27 Define cyber crime. State any *five* cyber crime.
- 28 Discuss various models of internet advertising.

(6 × 4 = 24 marks)

**Section D**

*Answer any two questions.  
Each question carries 15 marks.*

- 29 Examine the role of biometrics in online transactions. Discuss different types of biometrics.
- 30 Examine the benefits and workings of Electronic Data Interchange (EDI).
- 31 What is Supply Chain Management ? Examine the major components and parties involved in SCM.

(2 × 15 = 30 marks)



**THIRD SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2015**  
(CUCBCSS—UG)

Complementary Course

BCM 3C 03—E-COMMERCE MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

**Part A***Answer all questions.**Each question carries 1 mark.***I. Choose the correct answer :**

- 1 The cybercrime relating to monitoring data flow between shopper's computer and E-commerce server :
  - (a) Sniffing.
  - (b) Hacking.
  - (c) Spoofing.
  - (d) Phishing.
- 2 Which of the following is not a feature of E-commerce ?
  - (a) SCM.
  - (b) EDI.
  - (c) WWW.
  - (d) BPR. ✓
- 3 E-banking is also known as :
  - (a) ATM.
  - (b) Traditional Banking.
  - (c) Net Banking.
  - (d) None of these.
- 4 M-commerce stands for :
  - (a) Mega Commerce.
  - (b) Mobile Commerce.
  - (c) Micro Commerce.
  - (d) Macro Commerce.
- 5 Which of the following provide security and privacy for the use of the web page content ?
  - (a) HTTP.
  - (b) HTML.
  - (c) FTP.
  - (d) None of these.

**II. Fill up the blanks :**

- 6 Companies use \_\_\_\_\_ networks to automate employee related corporate processes.
- 7 \_\_\_\_\_ is a systems approach to Managing the entire flow of information, materials and services from raw material suppliers through factories and warehouses to the end customer.

**Turn over**



- ✓ 8 \_\_\_\_\_ is a global web in which millions of users are communicating with each other with the help of computers.
- ✓ 9 \_\_\_\_\_ allows a business application on the computer of one organization to communicate directly with the business application on the computer of another company.
- 10 \_\_\_\_\_ in the e-commerce may be a holder of a payment card such as credit card or debit card from an issuer.

(10 × 1 = 10 marks)

**Part B (Short Answer Questions)**

*Answer any eight questions.  
Each question carries 2 marks.*

- 11 What is C2C E-commerce transaction ?
- 12 What is a search engine ?
- 13 What is the need for firewall security ?
- 14 What do you mean by the term www ?
- 15 What is meant by E-coin ?
- 16 Write a short note on SSL.
- 17 What is C2B E-commerce transaction ?
- 18 What is meant by the term Internet ?
- 19 Write a short note on SET.
- 20 What is a credit card ?

(8 × 2 = 16 marks)

**Part C (Short Essay Questions)**

*Answer any six questions.  
Each question carries 4 marks.*

- 21 Write a note on B2B E-commerce transaction.
- 22 What is a prepaid payment system ? What are its benefits ?
- 23 What are the benefits of EDI ?
- 24 Briefly explain about the participants in an online electronic payment transaction.
- 25 Distinguish between E-commerce and E-business.



- 26 Write a note on B2C E-commerce transaction.
- 27 Explain the regulatory framework of E-commerce.
- 28 What are the components of a website ?

(6 × 4 = 24 marks)

**Part D (Essay Questions)**

*Answer any two questions.  
Each question carries 15 marks.*

- 29 What is a web portal ? What are the different types of portal ?
- 30 What do you mean by the term biometrics ? What are the different types of biometrics ?
- 31 What do you mean by internet advertising ? What are the different models of internet advertising ?

(2 × 15 = 30 marks)



**D 72349**

(Pages : 2)

Name.....

Reg. No.....

**THIRD SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2014**

(UG-CCSS)

Complementary Course

**BC 3C 03—E-COMMERCE MANAGEMENT**

Time : Three Hours

Maximum : 30 Weightage

**Part A**

*Answer all questions.*

*This section consists of three bunches of four questions each.*

*Each carries a weightage of 1.*

**I. Choose the correct answer from the following :—**

1 Which products are people most likely to be comfortable buying on the Internet ?

- (a) Books. (b) PCs.  
(c) CDs. (d) All of the above.

2 If one uses a URL on the net, the system will display :

- (a) Homepage. (b) Webpage.  
(c) Link. (d) Banner.

3 \_\_\_\_\_ is also called citizen-to-citizen e-commerce.

- (a) B2B. (b) C2B.  
(c) C2C. (d) B2G.

4 \_\_\_\_\_ is online shopping device that seals personal information in a free plug-in that can be invoked when making a purchase.

- (a) Digital purse. (b) Digital Wallet.  
(c) Digital buyer. (d) All of these.

**II. Fill in the blanks with appropriate words :**

5 \_\_\_\_\_ means delivery of value to customers through integrated arrangement of the flow of physical goods and related information.

6 \_\_\_\_\_ is a standardized computer processable and universally accepted format for exchanging business documents.

7 E-commerce resulted in \_\_\_\_\_ distribution costs due to the elimination of middlemen.

8 \_\_\_\_\_ refers to the identification of humans by their characteristics or traits.

**Turn over**



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

- 9 E-Commerce is ubiquitous or it is omnipresent.
- 10 If a message is very large, it is split into a series of data called Protocols.
- 11 The technical standards required for conducting e-commerce are universal.
- 12 Hyper Text Markup Language is used to create WebPages.

(12 × ¼ = 3 weightage)

**Part B**

IV. Answer *all* the questions. Each question carries 1 weightage :

- 13 What is extranet ?
- 14 What are the limitations of traditional marketing ?
- 15 What is B2C ?
- 16 What do you understand by web search engine ?
- 17 What is an electronic purse ?
- 18 Write a short note on corporate website.
- 19 What do you mean by security threat ?
- 20 What do you understand by VoIP ?
- 21 What is meant by firewall ?

(9 × 1 = 9 weightage)

**Part C**

V. Answer any *five* questions. Each question carries 2 weightage :

- 22 Explain how e-commerce is differentiated from e-business.
- 23 What are the limitations of e-commerce ?
- 24 What is internet advertising ? What are its benefits to the business ?
- 25 Give a brief account of e-payment in India.
- 26 Write a short note on e-commerce security.
- 27 List out the components of an e-commerce website.
- 28 What are the characteristics of supply chain management ?

(5 × 2 = 10 weightage)

**Part D**

VI. Answer any *two* questions. Each question carries 4 weightage :

- 29 Discuss the unique features of e-commerce.
- 30 Define EDI. What are the advantages and limitations of EDI ?
- 31 What are the features of a Website ? Enumerate the stages involved in Website development.

(2 × 4 = 8 weightage)



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Name.....

Reg. No.....

**THIRD SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2013**

(UG-CCSS)

Complementary Course—Commerce

BC 3C 03—E-COMMERCE MANAGEMENT

Time : Three Hours

Maximum : 30 Weightage

**Part A**

*This part consists of three bunches of questions carrying equal weightage.  
Each bunch has four questions.  
Answer all twelve questions.*

A. Fill in the blanks :

- 1 Kerberos is an encryption based system that uses \_\_\_\_\_.
- 2 Interconnecting multiple computer across short distance is \_\_\_\_\_.
- ✓ 3 XML is \_\_\_\_\_.
- 4 \_\_\_\_\_ is platform free language.

B. Choose the correct answer from the brackets :

- ✓ 5 Amazon.com comes under the following model :
  - (a) B2B.
  - (b) B2C.
  - (c) C2C.
  - (d) C2B.
- ✓ 6 E-Commerce is not suitable for :
  - (a) Sale/Purchase of expensive jewellery and antiques.
  - (b) Sale/Purchase of mobile phones.
  - (c) Sale/Purchase of branded clothes.
  - (d) Online job searching.
- 7 LDAP stands for :
  - (a) Light Weight Data Access Protocol.
  - (b) Light Weight Directory Access Protocol.
  - (c) Large Data Access Protocol.
  - (d) Large Directory Access Protocol.

Turn over



8 An e-business that allows consumer to name their own price for products and services is following which e-business model :

- (a) B2B. (b) B2G.  
(c) C2C. (d) C2B.

C. State True or False :

- 9 HTML is programming language.  
10 Tools that is used to transfer data on the internet is called TCP.  
11 Electronic checks are another form of electronic tokens.  
12 Home banking is not an example of consumer oriented applications.

(12 × ¼ = 3 weightage)

### Part B

*Explain all nine questions in one or two sentences each.  
Each question carries 1 weightage.*

- 13 B2G. 14 WAN.  
15 ISP. 16 PCA.  
17 SOAP. 18 WAP.  
19 VoIP. 20 CRM.  
21 S-HTTP.

(9 × 1 = 9 weightage)

### Part C

*Answer any five questions.  
Answer shall not exceed one page each.  
Each question carries 2 weightage.*

- 22 Define E-brokerage. Explain its uses and advantages.  
23 Define SMTP. State its features.  
24 What are the different layers of TCP/IP protocol stack.  
25 What are the advantages and disadvantages of a Smart Card ?  
26 How do you achieve workflow automation in e-business environment ?  
27 What are the steps involved in authentication ?  
28 Explain E-cheques Vs. Credit Cards.

(5 × 2 = 10 weightage)

### Part D

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

- 29 Explain models of E-Commerce.  
30 Describe regulatory framework of e-commerce.  
31 Describe biometric system, biometric authentication and types of biometrics.

(2 × 4 = 8 weightage)



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(Pages : 3)

Name.....

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**THIRD SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2017**

(CUCBCSS—UG)

Complementary Course

**BCM 3C 03—E-COMMERCE MANAGEMENT**

Time : Three Hours

Maximum : 80 Marks

**Part A**

*Answer all questions.*

*Each question carries 1 mark.*

I. Choose the correct answer :

- 1 The service that communicates with clients through various set of standard protocols and technologies is called :
  - (a) VoIP.
  - (b) Web services.
  - (c) XML.
  - (d) None of these.
- 2 A web page is transferred to users computer through :
  - (a) HTML.
  - (b) FTP.
  - (c) HTTP.
  - (d) XML.
- 3 Business to consumer e-commerce involves customers gathering information, purchasing and receiving products through :
  - (a) Catalogue.
  - (b) Store.
  - (c) Electronic network.
  - (d) Web.
- 4 ATM card is a :
  - (a) Credit card.
  - (b) Debit card.
  - (c) Smart card.
  - (d) E-cash.
- 5 Which of the following is C2C e-commerce ?
  - (a) Financial services.
  - (b) Product distribution.
  - (c) Online auction.
  - (d) None of these.

Turn over



## II. Fill in the blanks :

- 6 VoIP stands for \_\_\_\_\_.
- 7 \_\_\_\_\_ are used for signing and endorsing electronic cheques.
- 8 The process of making information unintelligible to the unauthorized reader is called \_\_\_\_\_.
- 9 \_\_\_\_\_ is the electronic exchange of business documents in a standard, computer processable, universally accepted format between trading partners.
- 10 Web pages are prepared using \_\_\_\_\_ language.

(10 × 1 = 10 marks)

**Part B (Short Answer Questions)**

*Answer any eight questions.*

*Each question carries 2 marks.*

- 11 What is WWW ?
- 12 What is encryption ?
- 13 What is spoofing ?
- 14 Define EDI.
- 15 What is B2G e-commerce ?
- 16 What is e-cash ?
- 17 What is intranet ?
- 18 Give two examples of search engines.
- 19 Write a short note on internet protocols.
- 20 What is SOA ?

(8 × 2 = 16 marks)

**Part C (Short Essay Questions)**

*Answer any six questions.*

*Each question carries 4 marks.*

- 21 Explain the steps involved in E-commerce.
- 22 Discuss the benefit of internet advertising.
- 23 Explain the features of traditional commerce.
- 24 Explain advantages of extranet.



- 25 What is E-branding ? Explain the importance of e-branding ?
- 26 What is an electronic cheque ? Explain its advantages.
- 27 What are the advantages of Smart Cards ?
- 28 Explain the components of biometric ID systems.

(6 × 4 = 24 marks)

**Part D (Essay Questions)**

*Answer any two questions.*

*Each question carries 15 marks.*

- 29 What is supply chain management ? What are the processes involved in supply chain management ?
- 30 Define e-commerce. What are the factors influencing the success of e-commerce ?
- 31 What is a corporate web site ? Explain the process and needs of setting up web site for E-commerce.

(2 × 15 = 30 marks)



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(Pages : 2)

Name.....

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**THIRD SEMESTER B.Com. DEGREE (UG—CCSS) [SUPPLEMENTARY/  
IMPROVEMENT] EXAMINATION, NOVEMBER 2015**

(SDE)

Complementary Course

BC 3C 03—E-COMMERCE MANAGEMENT

Time : Two Hours and Forty-Five Minutes

Maximum : 27 Weightage

*Answers should be written only in English.*

**Part B**

SECTION A

I. Short Answer Type Questions. Answer all *nine* questions :

- 1 What do you mean by B2G ?
- 2 Define E-Commerce.
- 3 What is TCP refers to ?
- 4 What do you mean by Extranet ?
- 5 Define CGI.
- 6 Explain Smart card.
- 7 What is search engine ?
- 8 Define SMTP.
- 9 What do you mean by M-Commerce ?

(9 × 1 = 9 weightage)

SECTION B

II. Short Essay or Paragraph Questions. Answer any *five* questions :

- 10 What are the components of a website ?
- 11 Distinguish between traditional commerce and e-commerce.
- 12 Describe impact of E-Commerce.
- 13 What are the models of internet advertising ?
- 14 Explain the concept of SOA.

Turn over



15 What are the security issues in E-Commerce ?

16 What are the different types of biometrics ?

(5 × 2 = 10 weightage)

SECTION C

III. Essay. Answer any *two* questions :

17 Explain different business models in E-Commerce.

18 Explain Internet, Intranet, Extranet, World Wide Web and the concept of VoIP.

19 Describe Electronic Payment Systems.

(2 × 4 = 8 weightage)