



**II Semester M.Com. Degree Examination, June/July 2014  
(2007-08 Scheme) (NS)  
COMMERCE**

**Paper – 2.3: E-Commerce**

Time : 3 Hours

Max. Marks : 80

***Instruction :*** Answer ***all*** the questions.

SECTION – A

1. Answer **any ten** of the following in about **3-4** lines **each**. **Each** sub-question carries **two** marks. **(10×2=20)**
- a) What is Web 2.0 ?
  - b) What is e-market place ?
  - c) What are digital products ?
  - d) What is a Web portal ?
  - e) What is Virtual Community ?
  - f) What is E-Commerce Communication channels ?
  - g) What is a Mobile Commerce ?
  - h) State two Manufacturing and two service sector E-Commerce.
  - i) What is E D I ?
  - J) State two E-advertising .
  - k) Define WAP .
  - l) What is a Computer crime ?



SECTION – B

Answer **any three** of the following in about a page **each**. **Each** question carries 5 marks. **(5×3=15)**

2. Differentiate between traditional business and E-Business.
3. Explain the types of E-auctions
4. Write a brief note on e-CRM.
5. What are the factors to be considered for effective Web design ?
6. Explain the importance of mobile commerce.in banking industry.

SECTION – C

Answer **any three** of the following. **Each** question carries 15 marks. **(15×3=45)**

7. Explain E-Commerce Consumer Behaviour Model .
  8. What are on line Advertising Methods ? Explain .
  9. Explain the importance of IT Act of 2006 on service industry .
  10. Explain the technical attack methods in E-Commerce . How it is defended ?
  11. What are the types of e-payments available in B2C ? Explain.
-