II Semester M.Com. Examination, June 2015
COMMERCE
Paper – 2.3 : E-Commerce

Time : 3 Hours   Max. Marks : 80

SECTION – A

1. Answer **any ten** of the following in about **3-4** lines **each**. **Each** sub-question carries **two** marks.   **(2×10=20)**

   a) What is industry value chain in E-Commerce ?

   b) What is Fire Walls ?

   c) What is E-business ?

   d) What is Wet Portal ?

   e) Define Bandwidth.

   f) What is Wireless Access Point ?

   g) What is Stickiness in E-Commerce ?

   h) What is wireless technology ?

   i) What is M-Commerce ?

   j) What is Reverse Auction in E-Commerce ?

   k) Who are MSP ?

   l) What is Electronic Payment System ?

SECTION – B

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

2. Explain types of Protocols.

3. What are Advertising-Supported Revenue Models ?

4. Explain e-CRM.

5. How to create an effective web presence ?

6. Explain types of e-auctions.

SECTION – C

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

7. Explain the factors considered for customer effective web design.

8. What is computer crime ? What factors to be considered to reduce computer crimes ?

9. Explain IT Act with respect to E-Commerce.

10. Explain different types of cryptographies with diagrams.

11. What are the various e-payments available in e-commerce ? Explain.

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