



**II Semester M.Com. Examination, July 2017  
(CBCS Scheme)  
COMMERCE**

**Paper – 2.3 : Advanced E-Commerce and Mobile Commerce**

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any seven** sub-questions out of ten. **Each** sub-question carries **2** marks.

**(7×2=14)**

1. Define the following :

- a) Secure Sockets Layer (SSL).
- b) ANSI X12.
- c) Cyber cash.
- d) SET protocol.
- e) M-Commerce.
- f) Mobile marketing.
- g) NTT Docomo's I.
- h) 4G Technology.
- i) Mobile portals.
- j) M-Commerce Business models.

SECTION – B

Answer **any four** questions out of six. **Each** question carries **5** marks.

**(4×5=20)**

2. What is Encryption and describe the elements of an encryption system ?
3. What is smart cards and explain its applications ?
4. Write the compatibility of digital token based electronic payments systems.

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5. Explain the various types of mobile commerce services.
6. State the impact of technology advances on strategy formulation in mobile communications networks.
7. Explain the role of mobile advertising in building a brand.

SECTION – C

Answer **any 3** questions out of 5. **Each** question carries **12** marks. **(3×12=36)**

8. What is EDI and explain the evolution and uses of EDI ?
  9. State the procedure of electronic fund transfers with suitable diagrams.
  10. What is wireless business ? Explain its benefits and limitations.
  11. Write the impact of technology advances on strategy formulation in mobile communications networks.
  12. What is mobile data and explain the mobile data technologies and small business adoption of mobile gaming services ?
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