II Semester M.Com. Examination, July 2017
(Repeaters) (2007-08 Scheme)
COMMERCE
Paper – 2.3 : E-Commerce

Time : 3 Hours Max. Marks : 80

SECTION – A

1. Answer **any ten** of the following in about **4-6** lines **each**. **Each** sub-question carries **2** marks. **(2×10=20)**

    a) What is intermediation ?

    b) What is VPN ?

    c) What is web analytics ?

    d) What is web-auction ?

    e) What is e-CRM ?

    f) What is encryption ?

    g) What is digital signature ?

    h) State any two business models.

    i) What is Wi-Fi ?

    j) What is Firewall ?

    k) What is e-governance ?

    l) What is URL ?

SECTION – B

Answer **any three** of the following in about **a** page. **Each** question carries **5** marks.

(5×3=15)

2. What is e-advertising ? Discuss its characteristics.

3. Describe how information is exchanged between a web browser and web server.

4. "EDI is one form of electronic commerce". Explain.

5. What is SSL protocol ? What are the stages in SSL ?

6. What are computer crimes ? Discuss any two crimes.

P.T.O.

SECTION – C

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

7. "Security issues in E-commerce are posing real challenge to the development". Explain.

8. Explain various modes of electronic payment systems.

9. "An e-marketing plan is needed in addition to a broader e-business strategy". Discuss.

10. Examine various technologies underlaying web server hardware and software.

11. "Traditional business and e-business have a wide distinctions". Elucidate.

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