

Q.P. Code : 60563

Second Semester M.Com. Degree Examination, July 2019

(CBCS - 2014-15 Scheme)

Commerce

Paper 2.3 - ADVANCED E-COMMERCE AND MOBILE COMMERCE

Time : 3 Hours

[Max. Marks : 70]

SECTION - A

1. Answer any **SEVEN** questions out of Ten. Each question carries **2** marks :
(7 × 2 = 14)
- (a) Define E-Commerce.
 - (b) What is Decryption?
 - (c) What is a Symmetric Key?
 - (d) What is a Smart Card? Give an example.
 - (e) What is SET?
 - (f) Differentiate Mobile and Wireless.
 - (g) Explain any two limitations of mobile commerce.
 - (h) What is I-Apple in NTT DoCoMo?
 - (i) What is "MAGIC" in 4G systems?
 - (j) What is Telematics?

SECTION - B

Answer any **FOUR** questions out of Six. Each question carries **5** marks :
(4 × 5 = 20)

- 2. With a diagram, explain symmetric key cryptography.
- 3. What is SSL? Explain.
- 4. Differentiate e-cash and e-cheque.

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5. Bring out the benefits and limitations of mobile commerce.
6. What are the wireless devices available in mobile commerce? Explain.
7. Explain mobile data technologies and small business adoption.

SECTION - C

Answer any **THREE** questions out of Five. Each question carries **12** marks :

(3 × 12 = 36)

8. Explain the types of security threats in e-commerce.
9. What is EDI? What are its layers? Explain EDI application in Business.
10. What are the infrastructure needed for conducting mobile commerce? Explain.
11. Explain Location Based Services in all the sectors.
12. What is WAP? Explain its layers.