

Sl. No. 100056

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PJ-528

III Semester M.Com. (F.A.) Examination, January - 2020
(CBCS Scheme)

Paper - 3.5 : ADVANCED E-BUSINESS

Time : 3 Hours

Max. Marks : 70

SECTION - A

Answer **any seven** questions out of **ten**. Each question carries **2** marks. **7x2=14**

1. (a) Define e-business.
- (b) Who are 'White Hats' ?
- (c) What is a Digital Certificate ?
- (d) Define EDI.
- (e) Define m-commerce.
- (f) What is i-Kraft ?
- (g) What is Tom Tom Navigator ?
- (h) Define E-Commerce.
- (i) What is 2.75G ?
- (j) What is m-Pesa ?

SECTION - B

Answer **any four** questions. Each question carries **5** marks.

4x5=20

2. Explain the process to obtain digital signature.
3. What are the applications of EDI ? Explain.
4. Explain the mobile app payments.
5. Bring out the benefits and limitations of mobile commerce.
6. Explain the wired and wireless commerce services and applications.

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**SECTION - C**

Answer **any three** questions. Each question carries **12** marks.

3x12=36

7. Explain the security measures in e-business.
8. What are the types of mobile commerce services ? Explain.
9. Explain the mobile commerce application with respect to financial sector.
10. Explain NTT Docomo I Mode services.
11. Explain mobile apps with respect to location based services.
12. What are the mobile technologies adopted in small industries ? Explain.

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**SECTION - C**

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