



PG – 518

**II Semester M.Com. Examination, June 2016
(CBCS) (Semester 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 **two** marks. (7×2=14)
- a) Who are War-drivers ?
 - b) What is EDI ?
 - c) What is EFT ?
 - d) Define Protocol.
 - e) What is a bluetooth ?
 - f) Define Wi-Fi.
 - g) What is a Wi-Max ?
 - h) What is I-Appli ?
 - i) Name any two mobile apps for auctions.
 - j) What is a i-kraft ?

SECTION – B

Answer **any four** questions out of six. **Each** question carries **five** marks. (4×5=20)

- 2. Explain public key cryptography with digital envelope.
- 3. What are the methods of e-payments ? Explain.
- 4. Explain Location Based Services.
- 5. Differentiate 1G, 2G, 3G and 4G.
- 6. How mobile Advertising helps in building a brand ? Explain.
- 7. Explain the NTT Docomo Services.

P.T.O.



SECTION – C

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

8. Explain EDI and its applications.
 9. What are the threats in E-Commerce ? Explain.
 10. Explain the types of mobile commerce services.
 11. Explain the framework of mobile commerce.
 12. What are the Wireless Devices available for mobile commerce ? Explain.
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PG – 875

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)

- What is industry value chain in E-Commerce ?
- What is Fire Walls ?
- What is E-business ?
- What is Wet Portal ?
- Define Bandwidth.
- What is Wireless Access Point ?
- What is Stickiness in E-Commerce ?
- What is wireless technology ?
- What is M-Commerce ?
- What is Reverse Auction in E-Commerce ?
- Who are MSP ?
- 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)

- Explain types of Protocols.
- What are Advertising-Supported Revenue Models ?

P.T.O.



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.