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(Pages : 3)

Name.....

Reg. No.....

**THIRD SEMESTER (CUCBCSS-UG) DEGREE EXAMINATION  
NOVEMBER 2021**

B.Com.

BCM 3C 03—E-COMMERCE MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

**Part I***Answer all questions.**Each question carries 1 mark.*

## I. Choose the correct answer :

1 A graphic display on a web page used for advertising is :

- (a) Digital screen. (b) Banner.  
(c) Domain. (d) Metages.

2 Supply of goods and services for online government procurement is :

- (a) B2E. (b) B2C.  
(c) C2C. (d) B2G.

3 URL stands for :

- (a) Uniform Resource Link. (b) Uniform Resource Locator.  
(c) Uniform Reference Link. (d) Unique Reference Locator.

4 Creating illegitimate sites that appear to be published by established organisations are known by this name :

- (a) Snooping. (b) Sniffing.  
(c) Spoofing. (d) None of these.

5 Spider is a :

- (a) Web roaming programme. (b) E-Wallet.  
(c) Search engine. (d) Malware.

## II. Fill in the blanks :

6 WWW stands for \_\_\_\_\_.

7 Web pages are prepared using \_\_\_\_\_ language.

**Turn over**

- 8 EFT \_\_\_\_\_.
- 9 Google is a \_\_\_\_\_.
- 10 \_\_\_\_\_ is a digital analogue of various forms of payment.

(10 × 1 = 10 marks)

### Part II

Answer any **eight** questions in two or three sentences.

Each question carries 2 marks.

- 11 Define Encryption.
- 12 What is Web Architecture ?
- 13 What is HTTP ?
- 14 Define EDI.
- 15 What is supply chain collaboration ?
- 16 What is SOA ?
- 17 What do you mean by enterprise resource portals ?
- 18 What is E-Wallet ?
- 19 What is wireless technology ?
- 20 Define Biometrics.

(8 × 2 = 16 marks)

### Part III

Answer any **six** questions in about 200 words.

Each question carries 4 marks.

- 21 Explain the different types of web pages.
- 22 What do you mean by Digital Signature ? What are the purposes ?
- 23 What are the forms of cryptography ?
- 24 What are the characteristics of E-Commerce ?
- 25 What are the different models of internet advertising ?
- 26 What are the major provisions contained in IT Act 2000 ?
- 27 What is ATM card ? What are the functions ?
- 28 What are the advantages of VoIP ?

(6 × 4 = 24 marks)

**Part IV (Essay Questions)**

Answer any **two** questions in about 800 words.

Each question carries 15 marks.

- 29 Explain the important models of E-Commerce.
- 30 What is supply chain management ? What are the processes involved in supply chain management ?
- 31 What is website ? What are the process offsetting up website for E-Commerce ?

(2 × 15 = 30 marks)