

B. COM DEGREE END SEMESTER EXAMINATION - OCTOBER 2019**SEMESTER – 3: COMMERCE (COMMON CORE)****COURSE: 15U3COCOM3: E-COMMERCE AND GENERAL INFORMATICS**

(For Regular - 2018 Admission and Improvement 2017 / Supplementary 2017, 2016 & 2015 Admissions)

Time: Three Hours

Max. Marks: 75

SECTION – A

*Answer **all** questions. Each question carries **two** marks.*

1. What is SSL?
2. What is fire wall?
3. What is EDI?
4. What do you mean by e-SCM?
5. What are the different forms of community models in ecommerce?
6. What do you understand by hosting website?
7. What is viral marketing?
8. What e-loyalty?
9. Examples for push model of web marketing strategies?
10. What are the different ways of product delivery in e-commerce?

(2 × 10 = 20)

SECTION – B

*Answer any **five** questions. Each question carries **five** marks.*

11. What are the processes of an effective web development?
12. Write a short note on aggregator model?
13. Explain the functions of firewalls.
14. Describe the contents of a digital certificate?
15. What are the different types of electronic payment systems ?
16. Distinguish between traditional commerce and E-Commerce?
17. Distinguish between e-commerce and e-business.

(5 × 5 = 25)

SECTION – C

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

18. Explain different ways of ensuring E-Commerce security?
19. What are the components of a good e-commerce website?
20. Explain the concept of e-banking? What are the different e-banking services?
21. Describe the major website management areas?
22. Briefly explain the benefits of ecommerce?

(10 × 3 = 30)
