Name: …………………………………... Reg. No…………………………………

B COM DEGREE END SEMESTER EXAMINATION - OCTOBER 2015

SEMESTER - 3: **BCOM (COMMON COURSE)**

COURSE: **U3COCOM3–E-COMMERCE AND GENERAL INFORMATICS**

Time: Three Hours   Max. Marks: 75

SECTION – A

(Answer **all** questions. Each question carries **one** mark)

1. What do you mean by BAM Companies?

2. What is E-Business?

3. What is B2B?

4. Expand SSL.

5. What is credit card?

6. What is Trojan?

7. What is E-wallets?

8. What is firewall?

9. Define ecommerce?

10. What is net banking?   `   (1 x 10 = 10)

SECTION – B

(Answer **any eight** questions. Each question carries **two** marks)

11. What are the different levels of value chain integration?

12. What is EDI?

13. What is meant by EFTs?

14. Explain the infrastructure for e-commerce?

15. What do you mean by search engine optimization?

16. What do you mean by Digital Signature?

17. What is ERP?

18. What is HTML?

19. What is privacy policy?

20. What is encryption?   (2 x 8 = 16)

SECTION – C

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

21. Write a short note on aggregator model?

22. What are the salient features of E-Commerce?

23. What are the components of ERP?

24. What are the ways to build trust online?

25. What are the processes of an effective web development?

26. Explain the functions of firewalls.

27. Distinguish between traditional commerce and E-Commerce.   (5 x 5 = 25)

SECTION – D
(Answer **any two** questions. Each question carries **twelve** marks)

28. Describe the application of E-Commerce.

29. Explain different ways of ensuring E-Commerce security?

30. What are the steps involved in the setting up of e-commerce site.

31. Describe are the major website management areas?   (12 X 2 = 24)

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