

Reg. No .....

Name .....

23U346

**B. COM DEGREE END SEMESTER EXAMINATION : NOVEMBER 2023**

**SEMESTER 3 : COMMERCE**

**COURSE : 19U3RCOM11 : E COMMERCE AND GENERAL INFORMATICS**

*(For Regular - 2022 Admission and Improvement/Supplementary - 2021/2020/2019 Admissions)*

Time : Three Hours

Max. Marks: 75

**PART A**

**Answer any 10 (2 marks each)**

1. What are Communication Level Threats?
2. Explain Advanced Encryption Standard.
3. What do you understand by Vertical Marketplace model?
4. What is Cash Cards?
5. What is Security in E-Commerce?
6. Explain Value Chain Integration?
7. What is Virtual Market?
8. What are Early Cipher systems?
9. What are Malicious Codes?
10. What is meant by E-Banking?
11. What is Net Banking?
12. What do you understand by Value chain model?

**(2 x 10 = 20)**

**PART B**

**Answer any 5 (5 marks each)**

13. Explain the various client level threats in e-commerce.
14. What is Community Model? Which are the internet communities?
15. Briefly explain the various measures for ensuring client security.
16. What are the features of a credit card?
17. Elucidate the different types of aggregators.
18. Define E-commerce and explain the types of companies on the basis of e-commerce strategies.
19. Write a short note on advertising and subscription model of e-commerce.
20. What are the features of a Debit card?

**(5 x 5 = 25)**

**PART C**

**Answer any 3 (10 marks each)**

21. Discuss the various online and offline payment systems available in e-commerce market.
22. Explain the relevant provisions of information Technology Act, 2000.
23. Elaborate Enterprise Resource Planning and its benefits.
24. Discuss the applicability of E-Commerce in supply chain management.
25. What are the commonly used server security measures?

**(10 x 3 = 30)**