

**B. COM DEGREE END SEMESTER EXAMINATION - OCTOBER 2018****SEMESTER – 3: COMMERCE (COMMON CORE)****COURSE: 15U3COCOM3: E-COMMERCE AND GENERAL INFORMATICS**

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

Time: Three Hours

Max. Marks: 75

**Section – A**

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

1. What is E-wallets?
2. Define ecommerce?
3. What is E-tailing?
4. What is the concept of B2C e-commerce with examples?
5. Explain F-Commerce?
6. What do you mean by blog?
7. What do you mean by encryption?
8. What are the different ways of product delivery in e-commerce?
9. What is the concept of viral marketing?
10. What do you understand by spam? (2 × 10 = 20 Marks)

**Section – B**

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

11. What are the components of ERP?
12. What are the steps involved in the setting up of e-commerce site.
13. Describe the steps in online transactions?
14. Explain the tools used for promotion of websites?
15. Describe the contents of a digital certificate?
16. What are the methods to be used to make website attractive?
17. Distinguish between traditional commerce and E-Commerce? (5 × 5 = 25 Marks)

**Section – C**

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

18. What is Web Development? Explain the measures for promotion of websites.
19. Briefly explain the internet security protocols and standards?
20. Explain the unique features of E-commerce.
21. Explain E-Commerce Models?
22. Describe the major website management areas? (10 x 3 = 30 Marks)

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