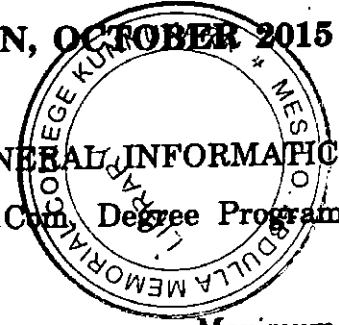


B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2015**Third Semester****Common Core Course 3—E-COMMERCE AND GENERAL INFORMATICS**

(Common for Model I Model II and UGC sponsored B.Com. Degree Programmes)

(2013 Admission onwards)



Time : Three Hours

Maximum : 80 Marks

Part A*Answer all questions.**Each question carries 1 mark each.*

1. What is C-O-D.
2. What is snap deal ?
3. What is SSL ?
4. What is micro commerce ?
5. What is EFT ?
6. What is webcasting ?
7. What is a worm ?
8. What is P2P ?
9. What is value chain integration ?
10. Define mobile commerce ?

(10 × 1 = 10)

Part B*Answer any eight questions.**Each question carries 2 marks each.*

11. Explain the barriers in progress of E-commerce ?
12. What are reverse auction ?
13. What is web commerce ?
14. What is cyber cash ?
15. What is PGP ?
16. What is firewall ?
17. What are firewalls ?
18. What are community models ?
19. What are smart cards ?

Turn over

20. What is *m-commerce* ?
21. What are four polymorphic virus ?
22. What are search engines ?

(8 × 2 = 16)

Part C

*Answer any six questions.
Each question carry 4 marks each.*

23. Explain the infrastructure of *e-commerce* ?
24. Explain infomediary model ?
25. Explain ERP ?
26. Discuss any 2m type of computer virus.
27. What is emotional and rational branding ?
28. What are the limitations of *e-commerce* ?
29. Explain the parties involved in the *e-cheque* payment system.
30. What is phishing ?
31. What is digital certificate ?

(6 × 4 = 24)

Part D

*Answer any two questions.
Each question carry 15 marks each.*

32. Write short notes :
(a) digi cash. (b) web casting. (c) EDI.
33. What are the applications of *e-commerce* ?
34. Discuss *e-banking* in India.
35. Explain the operation of *e-commerce*.

(2 × 15 = 30)