

**FOURTH SEMESTER B.Com DEGREE EXAMINATION, APRIL 2023****(Regular/Improvement/Supplementary)****B.Com Professional****GBCP4B18T: E-COMMERCE MANAGEMENT****Time: 3 Hours****Maximum Marks: 80****PART A: Answer all the questions. Each carries one mark.****Choose the correct answer.**

1. The network that does not permit an external user to access the company data.  
A) Internet                      B) Extranet                      C) Intranet                      D) None of these
2. The secret key is used in .....cryptography.  
A) Symmetric                      B) Asymmetric                      C) Public key                      D) None of these
3. The service that communicates with clients through a set of standard protocols and technologies.  
A) VoIP                      B) Web services                      C) XML                      D) None of these
4. Electronic exchange of business documents in a standard format is known as  
A) E-Commerce                      B) EDI                      C) Networking                      D) ECS
5. The protocol that permits two internet connected computers to establish a reliable connection.  
A) TCP/IP                      B) FTP                      C) HTTP                      D) None of these.

**Fill in the Blanks.**

6. SCM stands for .....
7. The structure of a web page is called .....
8. .... is the transmission of voice traffic over IP-based networks.
9. .... is the science and technology of measuring and analysing biological data.
10. TCP stands for .....

**(10 × 1 = 10 Marks)****PART B: Answer any eight questions. Each carries two marks.**

11. What is spoofing?
12. What are electronic tokens?
13. Define EDI?
14. What is smart card?
15. What is micro payment system?

**(PTO)**

16. Comment on extranet.
17. What do you mean by supply chain management?
18. Give an account on digital signature.
19. What is Firewall?
20. What are the various types of websites?

**(8 × 2 = 16 Marks)**

**PART C: Answer any six questions. Each carries four marks.**

21. Discuss the advantages of e-commerce.
22. What are the areas of security risks in e-commerce?
23. Explain the process involved in setting up of a website.
24. State the benefits of prepaid payment system?
25. State the major provisions of IT Act 2000.
26. What is hacking? What are the remedies available against hacking?
27. State the benefits of VoIP.
28. What are the different types of web portals?

**(6 × 4 = 24 Marks)**

**PART D: Answer any two questions. Each carries fifteen marks.**

29. What is M-Commerce? What are its business applications?
30. Define Electronic payment system? Explain the security issues of Electronic payment system.
31. Explain the different models of E-Commerce transactions.

**(2 × 15 = 30 Marks)**