FOURTH SEMESTER B.Com.DEGREE EXAMINATION, APRIL 2024
(Regular/Improvement/Supplementary)
PROFESSIONAL
GBCP4B18T: E-COMMERCE MANAGEMENT

Time: 3 Hours   **MaximumMarks: 80**

PART A: Answer *all*the questions. Each carries *one* marks.
Choose the correct answer.

1. Which aspects include in supply chain planning?

   a. Demand forecasting.   b. Inventory simulation.

   c. Manufacturing planning.   d. All of the above.

2. …………………is basically a concept of online marketing and distributing of products and services over the internet.

   a. B2G   b. B2E   c. B2B   d. B2C

3. The IP was originally designed for……………………….

   a. Data networking.   b. Data processing.   c. Data execution.   d. None of the above.

4. Which of the following is used for signing and endorsing electronic changes?

   a. Manual Signature.   b. Digital Signature.   c. Any of the above.   d. None of the above.

5. UNCITRAL model law on E commerce is in the year -----------

   a. 1994   b. 1995   c. 1996   d. 1997

Fill in the Blanks.

6. ANSI stands for ……………..

7. The word internet is coined from the word ……………….

8. Webpages are created using ……………………..

9. E-cash is also known as ………………

10. The Hand geometry was developed and patented in the year ………………….

(10 x 1 = 10 Marks)

(PTO)

PART B: Answer any *eight*questions. Each carries *two* marks.

11. What do you mean by e-business?

12. List out the objectives of information security.

13. What is meant by an operational decision?

14. Comment on web service.

15. What is malware attack?

16. What is a Head method?

17. Give an account on e-wallet.

18. What is keystroke dynamics?

19. Write short note on Data alteration.

20. List out any two EDI standards.

(8 x 2 = 16 Marks)

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

21. Explain in detail about the working of EDI.

22. How does an e-cheque work?

23. Write a note about the disadvantages of extranet.

24. Briefly explain about traditional commerce models.

25. Write a note on traffic generating methods.

26. Explain in detail about symmetric and asymmetric cryptography.

27. Write about internet access methods?

28. What is the importance of Supply Chain in E-Commerce?

(6 x 4 = 24 Marks)

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

29. Describe the factors influencing successful E-Commerce.

30. Explain about the process of setting up a website for E-Commerce.

31. Write anessay on IT Act.

(2 x 15 = 30 Marks)