

**FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2023**

**(Regular/Improvement/Supplementary)**

**GBCM5D01T: E-COMMERCE (OPEN COURSE)**

**Time: 2 Hours**

**Maximum Marks: 60**

**SECTION A: Answer the following questions. Each carries *two* marks.**

**(Ceiling 20 Marks)**

1. What is SCM?
2. Define B2C E Commerce.
3. What do you mean by spyware?
4. Write a shot note on P2P E Commerce.
5. What do you mean by semi closed wallets?
6. List any 4 popular search engines.
7. What do you mean by prepaid payment system?
8. Define C2C E Commerce.
9. List out the importance of E commerce.
10. What do you mean by smart cards?
11. List out the forms of cryptography.
12. What do you mean by a summary page?

**SECTION B: Answer the following questions. Each carries *five* marks.**

**(Ceiling 30 Marks)**

13. Define debit card. Explain its advantages.
14. Differentiate between traditional commerce and E Commerce.
15. Briefly explain the E Commerce infrastructure.
16. Explain the benefits of internet advertising
17. Which are the different types of biometric identification schemes?
18. Explain the different types of portals.
19. What are the features of EDI?

**SECTION C: Answer any *one* question. Each carries *ten* marks.**

20. Explain the factors influencing successful E Commerce.
21. Discuss the process of setting up website for E Commerce.

**(1 x 10 = 10 Marks)**