FACULTY OF COMMERCE & BUSINESS MANAGEMENT
B.Com. (Comp. Applns.) **CBCS** III-Year (V-Semester) Regular Examinations, Dec-2022/Jan-2023
E-Commerce

Time: 3 Hours   Max Marks: 50

SECTION-A   (5x3=15 Marks)
Answer any Five questions from the following

1.   Mobile Commerce.

2.   Public Key & Private Key.

3.   Electronic Fund Transfer.

4.   EDI Standards.

5.   Applications of 5P's.

6.   Digital Marketing.

7.   Digital Currency.

8.   Firewalls & Network Security.

SECTION-B   (5x7=35 Marks)
Answer all the following questions

9.   (a) What is meant by E-Commerce? Explain Its Uses and Limitations.
                             (OR)
        (b) Describe the Classification of E-Commerce in detail.

10.   (a) Write the Framework of E-Commerce in detail.
                             (OR)
        (b) Explain the Different types of Data Encryption systems.

11.   (a) Explain the Digital Currency, E-Cash its Legal Issues.
                             (OR)
        (b) Write the Advantages and Risks in Electronic Fund Transfer (EFT) system.

12.   (a) "EDI is an important subset of e-commerce". Discuss.
                             (OR)
        (b) Explain the different types of EDI Applications used in Businesses.

13.   (a) What is meant by Based Marketing and describe the Influence on Marketing?
                             (OR)
        (b) Discuss the Advantages and Limitations of E-Advertisements.