



PG – 875

II Semester M.Com. Examination, June 2015
COMMERCE
Paper – 2.3 : E-Commerce

Time : 3 Hours

Max. Marks : 80

SECTION – A

1. Answer **any ten** of the following in about **3-4 lines each**. **Each** sub-question carries **two** marks. **(2×10=20)**

- a) What is industry value chain in E-Commerce ?
- b) What is Fire Walls ?
- c) What is E-business ?
- d) What is Wet Portal ?
- e) Define Bandwidth.
- f) What is Wireless Access Point ?
- g) What is Stickiness in E-Commerce ?
- h) What is wireless technology ?
- i) What is M-Commerce ?
- j) What is Reverse Auction in E-Commerce ?
- k) Who are MSP ?
- l) What is Electronic Payment System ?

SECTION – B

Answer **any three** of the following in about a page **each**. **Each** question carries **5** marks. **(5×3=15)**

2. Explain types of Protocols.
3. What are Advertising-Supported Revenue Models ?

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4. Explain e-CRM.
5. How to create an effective web presence ?
6. Explain types of e-auctions.

SECTION – C

Answer **any three** of the following. **Each** question carries **15** marks. **(15x3=45)**

7. Explain the factors considered for customer effective web design.
8. What is computer crime ? What factors to be considered to reduce computer crimes ?
9. Explain IT Act with respect to E-Commerce.
10. Explain different types of cryptographies with diagrams.
11. What are the various e-payments available in e-commerce ? Explain.