



PG – 598

III Semester M.Com. (F.A)/M.F.A. Examination, January 2017
(CBCS)

Paper – 3.5 : ADVANCED E-BUSINESS

Time : 3 Hours

Max. Marks : 70

SECTION – A

1. Answer **any seven** sub-questions out of ten. **Each** sub-question carries 2 marks. (7x2=14)
- a) What is a Cipher Text ?
 - b) Define Session Key.
 - c) What is Cyber cash ?
 - d) Expand MIME and POP.
 - e) Define m-commerce.
 - f) What is LBS ?
 - g) Name any four mobile browsing apps.
 - h) What is GSM ?
 - i) What is USSD ?
 - j) Who are the mobile payment service providers ? Give examples.

SECTION – B

Answer **any four** questions. **Each** question carries 5 marks. (4x5=20)

- 2. Digital certificates plays an important role in E-commerce. Explain.
- 3. Explain SSL.
- 4. What is SET ? Explain.
- 5. Explain the limitations of mobile commerce.
- 6. Differentiate 2G, 3G and 4G Technologies.
- 7. What are the services provided by mobile banking ? Explain.

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SECTION – C

Answer **any three** questions. **Each** question carries **12** marks.

(3×12=36)

8. Explain the different types of security threats in E-commerce.
 9. Explain EDI and its applications.
 10. Explain mobile commerce applications.
 11. What are the modes available for e-payments ? Explain its benefits and limitations.
 12. Explain Finance and Accounting mobile apps.
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