F 5817

Reg. No..............................

Name...................................

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, MAY 2024

Third Semester

Core Course—E—COMMERCE AND GENERAL INFORMATICS

(2012—2016 Admissions—Mercy Chance)

[For Private Registration Candidates]

Time : Three Hours   Maximum Weight : 25

Instructions : *This question paper contains* **two sections**. *Answer* **Section I** *questions in the answer book provided.* **Section II Internal Examination** *questions must be answered in the* **question paper** *itself. Follow the detailed instructions given under* **Section II.**

Section I

PART A

Answer **all** *questions.*

This Section consists of **four** *bunches of four question each.*

Each bunch of four questions carries a weight of 1.

I. Choose the correct answer from the choices given below :

1 Amazon.com belongs to which one of the following segments ?

   (a) B 2 B.   (b) B 2 C.

   (c) C 2 B.   (d) C 2 C.

2 Which one of the following is an example of total business solutions ?

   (a) EDI.   (b) ERP.

   (c) SCM.   (d) PGP.

3 Which one of the following is not connected with online security mechanism ?

   (a) Encryption.   (b) Decryption.

   (c) Firewall.   (d) e-cash.

Turn over

4 The practice of returning another e-mail address so that recipient is fooled into revealing private information is termed as :

   (a) Spoofing.   (b) Cracking.

   (c) Thumb nailing.   (d) Hacking.

II. Fill in the blanks :

5 ———— is both a program and a method used to transfer files between computers on the internet.

6 SSL stands for ————.

7 Digital signatures are created and verified by ————.

8 Internet service that maps names to IP addresses of internet domain servers is ————.

III. State whether the following statements are True *or* False :

9 All computers that connect to the internet, need not require TCP/IP software.

10 The science of encryption is known as cryptography.

11 A single key that is used to encrypt and decrypt messages is known as public key.

12 Worm is a virus that replicates itself on other machines.

IV. Match the following :

13 Trojan horse   (a) Search engine.

14 SCM   (b) Web design.

15 Google   (c) Virus.

16 HTML   (d) Product delivery mechanism.

$(4 \times 1 = 4)$

Part B

Answer any **five** *questions.*
Each question carries a weight of 1.

17. What is B 2 C ?

18. Define EDI.

19. What is e-cheque ?

20. What is e-auction ?

21. What is value chain ?

22. What is brokerage model ?

23. What is branding ?

24. What is cyber security ?

(5 × 1 = 5)

Part C

Answer any **four** *questions.*
Each question carries a weight of 2.

25. Write a brief not on infrastructure on e-commerce.

26. What are the various on line threats ?

27. What are the features of virtual malls ?

28. Discuss the advantages of web commerce.

29. Explain the relevance of digital certification.

30. Differentiate a credit card from a debit card.

(4 × 2 = 8)

Turn over

Part D

Answer any **two** *questions.*

Each question carries a weight of 4.

31. Explain how e-commerce platform is superior to the traditional brick and mortar marketing platform.

32. Discuss about the procedural compliance to be ensured while designing an electronic payment system.

33. Discuss about the various steps to be followed in designing a website for an automobile dealer.

(2 × 4 = 8)