PG – 501

II Semester M.Com. Degree Examination, June/July 2018
(CBCS)
COMMERCE
Paper – 2.3 : Advanced E-Commerce and Mobile Commerce

Time : 3 Hours Max. Marks : 70

SECTION – A

1. Answer **any 7** questions. **Each** question carries **two** marks. **(7×2=14)**
   a) What is Presentation layer of SSL ?
   b) What is Mobile Portal ?
   c) What is Spoofing ?
   d) What do you mean by Alias Card ?
   e) Name a few Wireless devices for mobile commerce.
   f) Define Packet Sniffer.
   g) What do you mean by E-cheques ?
   h) Give the meaning of Wireless LAN.
   i) What is EDIFACT ?
   j) What is Mobile gaming ?

SECTION – B

Answer **any 4** questions. **Each** question carries **five** marks. **(4×5=20)**

2. Explain NTT model.
3. Describe mobile marketing structure using appropriate cases.
4. "Mobile data technologies are more suitable to large enterprises than small". Elucidate.
5. Examine micro transactions as modern payment system. Give suitable examples.

P.T.O.

6. Explain the process of working of digital signatures. Give diagrammatic representation.

7. "EDI is one of the most significant innovations of modern societies". Do you agree ?

SECTION – C

Answer **any 3** questions. **Each** question carries **12** marks. **(3×12=36)**

8. "Mobile advertisements brought metamorphosis in Promotion of services". Explain.

9. Examine various types of e-banking with suitable organisational examples.

10. "Integration of SSL and ISO reference model makes conformity easier". Explain with the help of a model.

11. Compare and contrast 3G and 4G models by highlighting the enhancements in each of the models.

12. Discuss WAP protocol stack with appropriate examples.

PG – 531

II Semester M.Com. Examination, July 2017
(CBCS Scheme)
COMMERCE
Paper – 2.3 : Advanced E-Commerce and Mobile Commerce

Time : 3 Hours Max. Marks : 70

SECTION – A

Answer **any seven** sub-questions out of ten. **Each** sub-question carries **2** marks. **(7×2=14)**

1. Define the following :
   a) Secure Sockets Layer (SSL).
   b) ANSI X12.
   c) Cyber cash.
   d) SET protocol.
   e) M-Commerce.
   f) Mobile marketing.
   g) NTT Docomo's I.
   h) 4G Technology.
   i) Mobile portals.
   j) M-Commerce Business models.

SECTION – B

Answer **any four** questions out of six. **Each** question carries **5** marks. **(4×5=20)**

2. What is Encryption and describe the elements of an encryption system ?
3. What is smart cards and explain its applications ?
4. Write the compatibility of digital token based electronic payments systems.

P.T.O.

5. Explain the various types of mobile commerce services.

6. State the impact of technology advances on strategy formulation in mobile communications networks.

7. Explain the role of mobile advertising in building a brand.

SECTION – C

Answer **any 3** questions out of 5. **Each** question carries **12** marks. **(3×12=36)**

8. What is EDI and explain the evolution and uses of EDI ?

9. State the procedure of electronic fund transfers with suitable diagrams.

10. What is wireless business ? Explain its benefits and limitations.

11. Write the impact of technology advances on strategy formulation in mobile communications networks.

12. What is mobile data and explain the mobile data technologies and small business adoption of mobile gaming services ?

PG – 518

II Semester M.Com. Examination, June 2016
(CBCS) (Semester Scheme)
COMMERCE
Paper – 2.3 : Advanced E-Commerce and Mobile Commerce

Time : 3 Hours Max. Marks : 70

SECTION – A

1. Answer **any seven** questions out of ten. **Each** question carries **two** marks. **(7×2=14)**
   a) Who are War-drivers ?
   b) What is EDI ?
   c) What is EFT ?
   d) Define Protocol.
   e) What is a bluetooth ?
   f) Define Wi-Fi.
   g) What is a Wi-Max ?
   h) What is I-Appli ?
   i) Name any two mobile apps for auctions.
   j) What is a i-kraft ?

SECTION – B

Answer **any four** questions out of six. **Each** question carries **five** marks. **(4×5=20)**

2. Explain public key cryptography with digital envelope.
3. What are the methods of e-payments ? Explain.
4. Explain Location Based Services.
5. Differentiate 1G, 2G, 3G and 4G.
6. How mobile Advertising helps in building a brand ? Explain.
7. Explain the NTT Docomo Services.

P.T.O.

SECTION – C

Answer **any three** questions out of five. **Each** question carries **twelve** marks. **(3×12=36)**

8. Explain EDI and its applications.

9. What are the threats in E-Commerce ? Explain.

10. Explain the types of mobile commerce services.

11. Explain the framework of mobile commerce.

12. What are the Wireless Devices available for mobile commerce ? Explain.

Q.P. Code : 60563

Second Semester M.Com. Degree Examination, July 2019

(CBCS – 2014-15 Scheme)

Commerce

Paper 2.3 – ADVANCED E-COMMERCE AND MOBILE COMMERCE

Time : 3 Hours] *[Max. Marks : 70*

SECTION – A

1. Answer any **SEVEN** questions out of Ten. Each question carries **2** marks : **(7 × 2 = 14)**

   (a) Define E-Commerce.

   (b) What is Decryption?

   (c) What is a Symmetric Key?

   (d) What is a Smart Card? Give an example.

   (e) What is SET?

   (f) Differentiate Mobile and Wireless.

   (g) Explain any two limitations of mobile commerce.

   (h) What is I-Apple in NTT Docomo?

   (i) What is "MAGIC" in 4G systems?

   (j) What is Telematics?

SECTION – B

Answer any **FOUR** questions out of Six. Each question carries **5** marks : **(4 × 5 = 20)**

2. With a diagram, explain symmetric key cryptography.

3. What is SSL? Explain.

4. Differentiate e-cash and e-cheque.

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5. Bring out the benefits and limitations of mobile commerce.

6. What are the wireless devices available in mobile commerce? Explain.

7. Explain mobile data technologies and small business adoption.

SECTION – C

Answer any **THREE** questions out of Five. Each question carries **12** marks : **(3 × 12 = 36)**

8. Explain the types of security threats in e-commerce.

9. What is EDI? What are its layers? Explain EDI application in Business.

10. What are the infrastructure needed for conducting mobile commerce? Explain.

11. Explain Location Based Services in all the sectors.

12. What is WAP? Explain its layers.

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