



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)
- Who are War-drivers ?
  - What is EDI ?
  - What is EFT ?
  - Define Protocol.
  - What is a bluetooth ?
  - Define Wi-Fi.
  - What is a Wi-Max ?
  - What is I-Appli ?
  - Name any two mobile apps for auctions.
  - What is a i-kraft ?

SECTION – B

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

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

P.T.O.



SECTION – C

Answer **any three** questions out of five. **Each** question carries **twelve** marks. (3x12=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.
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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 ?

P.T.O.



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.

SECTION – B

Answer any three of the following in about a page each. Each question carries 5 marks. (3x3=9)

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