MCOM 2005

M.Com. DEGREE EXAMINATION, JANUARY 2021.

Second Year – Non- Semester

Commerce

E – COMMERCE

Time : Three hours   Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE out of Eight questions.

All questions carry equal marks.

1.   Bring out the benefits of electronic commerce.

2.   Write down the importance of Client server.

3.   Internet is exposed to risks – Justify.

4.   List out the properties of e-cash.

5.   What is auction model of e-commerce? What are its merits and demerits?

6.   What is the purpose of public key.

7.   Bring out the features of E-Advertising.

8.   Distinguish between e purse and credit card.

PART B — (5 × 12 = 60 marks)

Answer any FIVE out of Eight questions.

All questions carry equal marks.

9. What are the essential requirements to ensure safely in e- transactions?

10. Write the uses of Hyper Text Markup Language.

11. Virtual Reality Modelling Language a tool for developing animation - Explain.

12. Write the business uses of Supply chain management.

13. List out the advantages and disadvantages of electronic payment system.

14. How B2B model works? Write its benefits to business.

15. How do e-commerce support mass customisation and product differentiation.

16. Describe the components of EDI systems.

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