

(6 pages)

S.No. 1289

P 22 CACC 1 A

(For candidates admitted from 2022–2023 onwards)

M.Com. DEGREE EXAMINATION, NOVEMBER 2022.

Computer Applications – Core Choice Course

E-COMMERCE

Time : Three hours

Maximum : 75 marks

SECTION A — (20 marks)

Answer ALL questions.

I. Multiple Choice questions. (5 × 1 = 5)

1. Companies like Flipkart, Amazon and Myntra belong to which type of E-commerce segment.

- (a) B2B (b) B2C
(c) P2P (d) C2B

2. In which card the processing information is kept in the form of processing chip?

- (a) Debit card (b) Plastic card
(c) Low cost (d) None of these

3. The Complete string of an EDI message is called

- (a) Transaction
(b) Data segment
(c) Data document
(d) Data transaction

4. The most used part of the internet by business is

- (a) Virtualisation technology
(b) Internet marketing and advertising
(c) Enterprise environment
(d) Web services

5. _____ is a video recording system that works by using digital video signals.

- (a) Multimedia
(b) Video conferencing
(c) Digital video
(d) EDI

II. Fill in the blanks (5 × 1 = 5)

6. The concept of online marketing and selling of products and service through the internet is _____.

7. The _____ is a way of accessing information over the medium of the internet.
8. _____ assures that the EDI has been sent correctly.
9. _____ can be defined as creation of brand image and symbolic appeals for selling product and services that may be difficult to differentiation on functional attributes.
10. Digital video is a _____ data format that represents a sequence of frames and from which data is stored in computer into multimedia documents.

III. Answer ALL questions. (5 × 2 = 10)

11. State the benefits of e-commerce in online purchasing and sales.
12. Write a short note on World Wide Web.
13. What do you mean by value added network?
14. What is information filtering?
15. Write a short note on digital video.

SECTION B — (5 × 5 = 25)

Answer ALL questions, choosing either (a) or (b).

16. (a) Define E-commerce and explain the anatomy of E-commerce applications.

Or

- (b) Write a detailed note on Global Information Distribution Networks.

17. (a) Explain the various consumer oriented applications.

Or

- (b) Enumerate the features of mercantile process models.

18. (a) Explain the security and privacy issues in the electronic data interchange.

Or

- (b) What is Internal information system? Discuss the main elements of internal information system.

19. (a) Explain the advantages of advertising on the internet.

Or

- (b) Explain the features of e-commerce catalogs or directories.
20. (a) Define mobile computing. Describe the mobile computing framework.

Or

- (b) Explain the emerging tools of consumer data interface.

SECTION C — (3 × 10 = 30)

Answer any THREE questions.

21. Explain NSF NET. Discuss in detail the architecture and components of NSF NET.
22. Elaborate the types of EPS. Explain the process involved in the EPS designing.
23. What do you understand by EDI? Explain its applications in business.
24. Define internet advertising. Explain the mechanism of online advertising.

25. Write short notes on

- (a) Video conferencing
(b) Frame relay
(c) Cell relay
(d) E-Commerce.
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