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**BCMCAE 383**

**Choice Based Credit System Sixth Semester B.Com. Degree  
Examination, September 2022  
(2021-2022 Batch Onwards)  
COMPUTER APPLICATIONS  
E2 : E-Commerce**

Time : 3 Hours

Max. Marks : 80

**Note** : Answer **any ten** questions from Part – **A** and **one full** question from **each** Unit in Part – **B**.

**PART – A**

**(10×2=20)**

1. a) What is E-Commerce ?
- b) What is B2C ?
- c) Write the advantages of E-Commerce.
- d) Explain Broadcast transmission network.
- e) Write a short note on FTP.
- f) What is Digital signature ?
- g) What is prepaid payment model ?
- h) Define E-content cash.
- i) Expand EDI.
- j) What is Web rings ?
- k) Write a short note on E-business back-end systems.
- l) What is Internet Advertising ?

**PART – B**

**Unit – I**

2. a) Explain classification of E-Commerce.
- b) Explain the application of Electronic Commerce Technologies in
  - i) Electronic Banking
  - ii) Supply chain management
- c) What is Business model ? Explain its types.

**(5+5+5)**

**P.T.O.**



3. a) Write a note on Digital Products Merchant Model.  
b) Give various advantages and disadvantages of E-Commerce.  
c) Explain business-to-business electronic commerce in detail. (5+5+5)

**Unit – II**

4. a) Explain various topologies of network.  
b) Explain TCP/IP reference model.  
c) Explain Cryptography. (5+5+5)
5. a) Explain Local Area Network.  
b) Explain Star topology. Give its advantages and disadvantages.  
c) Explain Typical interaction in an HTTP Session. (5+5+5)

**Unit – III**

6. a) Explain E-Cash System.  
b) Explain in detail Business trade cycle.  
c) Write a short note on search engine and search tools. (5+5+5)
7. a) Differentiate prepaid payment and post-paid payment.  
b) Explain the payment and purchase order process.  
c) Briefly explain Electronic content. (5+5+5)

**Unit – IV**

8. a) Explain E-marketing and Advertising.  
b) Explain Role of E-retailing.  
c) Explain the future trend in M-commerce. (5+5+5)
9. a) Explain the advantages of M-commerce.  
b) Explain web Auctions.  
c) Which are the different weaknesses of Internet advertising ?  
Explain. (5+5+5)
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