DHANALAKSHMI SRINIVASAN COLLEGE OF ARTS & SCIENCE FOR WOMEN (AUTONOMOUS)
(For Candidates admitted from 2020-2021 onwards)

PG DEGREE EXAMINATIONS APRIL - 2021

M..Com(CA) ., - COMMERCE

E-COMMERCE

Time: 3 Hrs   Max.Marks: 75

PART - A

CHOOSE THE CORRECT ANSWER   (10X1=10)

1. Which of the following is part of four main types for e-commerce?

    a) B2B   b) B2C   c) C2B   d) all of the above

2. _____ is an early for of E-commerce

    a) SCM   b) EDI   c) Both (a) and (b)   d) None of these

3. Word Wide Web (WWW) was introduced in the year_____

    a) 1994   b) 1996   c) 1992   d) 1990

4. _____ is backbone of all E-payments in E-commerce.

    a) EFT   b) EPS   c) Paypal   d) None of these

5. Which is the most important component of IT?

    a) Information   b) People   c) Information technology   d) Computers

6. Who breaks into other people's computer systems and steals and destroys information?

    a) Hackers   b) Software's   c) Hacktivists   d) Script kiddies

7. OSI stands for_____

    a) Open System Interface   b) Out system interface   c) Open system Interconnection.

    d) Out system Interconnection

8. How many main pillars of digital marketing?

    a) 2   b) 4   c) 3   d) 5

9. Broadband is generally considered to be any communication technology allowing streaming audio and video at or above _____.

    a)100 Kbps   b) 56.6 Kbps   c) 30 Kbps   d) 10 Kbps

10. TCP/IP is a_____

    a) Network Hardware   b) Network Software   c) Protocol   d) None of these

PART- B

ANSWER ALL THE QUESTIONS (5X7=35)

11. a) Explain the major components of I-way.

    (OR)

    b) Outline the Global information distribution networks.

12. a) What are the basic applications of Internet?

    (OR)

    b) List out the benefits of EPS.

13. a) What is an EDI explain the advantages of EDI?

    (OR)

    b) Explain the value chain on the web.

14. a) Write short notes on E-marketing.

    (OR)

    b) Highlights the electronic commerce catalogues.

15. a) Point out the detail about communication process.

    (OR)

    b) Write a notes on: i) Frame Relay & ii) Cell Relay

PART-C

ANSWER ANY THREE QUESTIONS (3X10=30)

16. Describe the anatomy of e-commerce applications.

17. Enumerate the architectural framework of e-commerce.

18. Elaborate the internet applications in business.

19. Generally explain the various advertisement format used on the web.

20. Different Types of Wireless Communication Technologies