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**CMH 504**

**Third Semester M.Com. Degree Examination, December 2018  
(Choice Based Credit System)  
COMMERCE  
E-Commerce**

Time : 3 Hours

Max. Marks : 70

**SECTION – A**

Answer **any four** questions. **Each** question carries **ten** marks. Answer to **each** question should **not** exceed **4** pages : **(4×10=40)**

1. Distinguish between opt-in policy and opt-out policy in e-business.
2. Define e-commerce. Explain the nature and importance of e-commerce.
3. What is e-CRM ? Discuss the alternative modes of e-CRM models.
4. What do you mean by digital identity ? How digital signature differ from e-signature ?
5. “Gullible consumers are caught in a quagmire” by using e-wallets in India. Comment.
6. Analyse the ethical dilemma and moral issues in e-commerce.
7. “Functional conflicts are promoting integration and dysfunctional conflicts are disintegrating in e-business”. Explain.

**SECTION – B**

Answer **any two** questions. **Each** question carries **15** marks. Answer to **each** question should **not** exceed **7** pages : **(2×15=30)**

8. What is conflict of interest in e-business ? Discuss the levels of conflicts and major causes for conflicts in e-commerce in India.
  9. Discuss the various modes of electronic payment systems and its advantages with suitable examples.
  10. Explain the encryption technology and its sales in e-commerce.
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