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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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