**** **BON SECOURS COLLEGE FOR WOMEN, THANAJVUR**

**PG & RESEARCH DEPARTMENT OF COMMERCE**

**CLASS : II M.Com**

**SUBJECT : E-COMMERCE**

**PART – A (2 MARKS)**

**UNIT - I**

1. Define E – Commerce. Or What is E – Commerce?
2. What are the classifications of E – Commerce?
3. What is NAE?
4. What is internet terminology?
5. What is information superhighway?
6. What do you mean by internet service provider?
7. What is National Research network?
8. What do you mean by Educational Network?
9. What are the classifications of E-commerce field by the nature of the transactions?
10. What is B2B e-commerce?

**UNIT – II**

1. What do you mean by WWW?
2. What is hypertext publishing?
3. What is smart card?
4. What is credit card based electronic payment system?
5. Define Consumer’s perspective.
6. What is Merchant’s Perspective?

**UNIT -III**

1. What is EDI? Or Define EDI
2. Write any two benefits of EDI?
3. What do you mean by VAN?
4. Short note on EDI Gate way?
5. How do we achieve workflow automation in e-business environment?
6. What is Supply Chain Management?
7. Why is it important in e-business environment?
8. Define IIS.

**UNIT -IV**

1. Define Internet marketing.
2. Described the internet marketing?
3. Explain the digital payment in detail.
4. What do you mean by advertising of Internet?
5. What is Filtering?

**UNIT-V**

1. What is multimedia?
2. Define Digital Video.
3. What is frame Relay?
4. What do you mean by Cell Relay?
5. What is DES?
6. What are the protocols used in e-cash?

**PART – B (5 MARKS)**

**UNIT-I**

1. What are the advantages of E – commerce?
2. Distinguish between E-Commerce and E-Business.
3. Explain the limitations of E-Commerce.
4. State the meaning of global information distribution networks.
5. What are the various components of the I – way?
6. Explain electronic commerce application?
7. Short note on Internet Terminology?

**UNIT-II**

1. What are the different types of electronic commerce applications?
2. Explain the World Wide Web architecture.
3. What are the types of EPS?
4. Explain mercantile process model.
5. What are the risks involved in electronic Payment Systems?
6. What are the advantages and disadvantages of a Smart Card?
7. Explain the mercantile process model from the point of view customer and merchant.
8. Explain the online shopping process.
9. What are the sources of electronic contracts in details?
10. Explain hypertext publishing behind the web.

**UNIT-III**

1. Explain EAN coding system for EDI message.
2. What are the characteristics of internet-based EDI?
3. What do you mean by Supply Chain Execution Framework?
4. What is EDI? Discuss its layered structure.
5. Short note on internal information system?

**UNIT-IV**

1. Discuss the different online marketing strategies in EC.
2. What are the major methods used for advertisement?
3. What are the three different types of transitions and mobility within a wireless network?
4. What are the major methods used for advertisement?
5. Write notes on following:
6. Content Marketing b) Collaborative Computing c) Digital Certificate d) E-Logistic

**UNIT-V**

1. What are the concepts of Multimedia?
2. Explain the Framework of mobile computing?
3. How used the Digital signature?
4. Explain data and message security.
5. Explain technology behind the web.
6. Discuss about the Video Conference Methods.

**PART – C (TEN MARKS)**

**UNIT -I**

1. Write notes on anatomy of E-commerce application.
2. Explain the e-commerce presence in various sector in India.
3. Explain the frame work of e-commerce.
4. Write short notes on various internet tools and applications?
5. What are the major technologies that support high speed Global Information Distribution Network (GIDN)
6. What is the Classification of Network?

**UNIT – II**

1. Explain the Electronic commerce for conceptual framework.
2. What do you understand by WWW? What is the use of hypertext links in Internet access Name some popular Internet Browsers.
3. Discuss the E-commerce Architecture and its components in detail with the help of a diagram.
4. What are the risks involved in Electronic Payment Systems?
5. What are the advantages and disadvantages of a Smart Card?
6. What are the four types of consumer oriented applications of E-commerce? Discuss them briefly.
7. Explain the mercantile model from the customer’s perspective.
8. Explain the designing EPS?
9. Explain the consumer oriented application.

**UNIT - III**

1. Explain with example about information flow with EDI.
2. How financial EDI payments are made?
3. Explain EDI legal, security and privacy issues.
4. Explain the term VAN.
5. Explain types of EPS.

**UNIT – IV**

1. What are the security requirements for using online e-cash services?
2. Discuss any two passive and active advertising methods.
3. Write about the major methods of Internet advertisement and discuss how product comparison process can be used as an opportunity of advertisement.
4. Discuss the advantages and disadvantages of making an online game currency fungible.

**UNIT –V**

1. Discuss multimedia applications for E-business.
2. Explain the concept and application of mobile computing?
3. What are difference between Digital video and E-Commerce?
4. Explain the Methods of wireless Delivery technology.