

**N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI****END-OF-SEMESTER EXAMINATIONS : MAY – 2023****B.Com. – E.COMMERCE****MAXIMUM MARKS: 50****II SEMESTER****TIME : 3 HOURS****PART – III****FUNDAMENTALS OF E-COMMERCE****SECTION – A (10 X 1 = 10 MARKS)****ANSWER THE FOLLOWING QUESTIONS.****(K1)**

1. \_\_\_\_\_ is an aid in decision making, policy making needed for the policy makers, decision makers
  - a) Information
  - b) Organization
  - c) Data
  - d) Communication
2. The \_\_\_\_\_ is a public network that is connected and routed over gateways.
  - a) Intranet
  - b) Extranet
  - c) Internet
  - d) Database
3. \_\_\_\_\_ present a range of offerings available in a market segment so that the purchaser can compare the prices of the offerings and make a purchase decision.
  - a) Electronic Markets
  - b) Electronic Data Interchange
  - c) Internet Commerce
  - d) Direct Marketing
4. \_\_\_\_\_ is the direct trade between the company and consumers
  - a) Business to Customers
  - b) Business to Business
  - c) Customers to Customers
  - d) Business to Government
5. \_\_\_\_\_ refers to keeping emails secured, either while in transit or while they're stored in a server.
  - a) Internet privacy
  - b) Email privacy
  - c) Electronic privacy
  - d) Internet security

**ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.****(K2)**

6. Define the term information technology
7. Explain databases
8. Define e-commerce
9. Explain Business to government e-business model
10. Explain internet privacy

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**SECTION – B****(5 X 3 = 15 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.****(K3)**

11. a) Describe the need for information technology

**(OR)**

b) Examine the uses of information in an organization

12. a) List the typical users involved in the internet and extranet

**(OR)**

b) Discover the major components of internet information technology

13. a) Describe the evolution of e-commerce

**(OR)**

b) Assess the functions of e-commerce

14. a) Describe components of e-business models

**(OR)**

b) Examine the architecture of e-business

15. a) Show the importance of internet security

**(OR)**

b) Examine the privacy software packages

**SECTION – C****(5 X 5 = 25 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.****(K4 (Or) K5)**16. a) Discuss the impact and future of information technology on business organization  
**(OR)**

b) Summarize the information flow in an organization

17. a) Differentiate Internet, Intranet and Extranet

**(OR)**

b) Explain the advantages and disadvantages of internet

18. a) Explain the E-Commerce applications

**(OR)**

b) Enumerate the Challenges and limitations of E-commerce

19. a) Determine the types of e-business models

**(OR)**

b) Explain the factors influencing the operations of e-commerce

20. a) Explain the architecture of Secure Electronic Transaction

**(OR)**

b) Classify the types of computer crime