PG-498

II Semester M.Com. (CBCS) Examination, July - 2019
COMMERCE
10214
2.3 : Advanced E-Commerce and Mobile Commerce

Time : 3 Hours   Max. Marks : 70

SECTION - A

Answer **any seven** questions out of **ten**.   Each question carries **two** marks.

1.   (a)   What is e-cheque ?   **7x2=14**
     (b)   What is a smartcard ?
     (c)   Define Protocol.
     (d)   What is 3G Technology ?
     (e)   Give the meaning of Secret Key Encryption.
     (f)   What is NTT Docomo I-mode ?
     (g)   What is EFT ?
     (h)   Name the 2 types of M-Commerce Services.
     (i)   Expand ANSIX12 and EDIFACT.
     (j)   Define Digital Signature.

SECTION - B

Answer **any four** questions out of **six**.   Each question carries **five** marks.   **4x5=20**

2.   Describe the steps in implementing e-commerce security.

3.   Explain the risk factors involved in e-payment systems.

4.   Write a note on EDI standards and components.

5.   What are the factors driving M-Commerce ?

6.   How mobile advertising helps in building a brand ? Explain.

7.   Discuss the evolution of WAP.

SECTION - C

Answer **any three** questions out of **five**. Each question carries **twelve** marks.

3x12=36

8. What are the threats in E-Commerce ? Explain.

9. Explain the different types of E-Banking.

10. Discuss the role of SET protocol in e-payment mode in the present Indian scenario.

11. Explain the framework of Mobile Commerce.

12. Explain the mobile data technologies and small business adoption of mobile gaming services.

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