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Avinashilingam Institute for Home Science and Higher Education for Women
Deemed to be University Estd. u/s 3 of UGC Act 1956, Category 'A' by MHRD, [now MoE]
Re-accredited with 'A++' Grade by NAAC. Recognised by UGC Under Section 12B
Coimbatore – 641 043, Tamil Nadu, India
Continuous Internal Assessment Test II –October 2024

V SEMESTER

Class : III UG
Major : B.Com/B.Com PA

Time: 2 Hours
Maximum Marks: 60

21BCOC19/21BCPC19 -E-COMMERCE

Course Outcomes:

At the end of the course, students will:

- 1: Acquaint with electronic means of conducting business.
- 2: Employ various modes of electronic delivery channels.
- 3: Administer E-marketing techniques in business.
- 4: Transform the information through e-communication mechanism
- 5: Adoption of procedures against security threats.

Part - A

Choose the correct answer

6 x 1 = 6

1. The information regarding the sender of an electronic document is provided by
a) Digital wallets b) Digital Signature c) Encryption d) E-Banking CO3K1
2. The card with a built-in chip capable of storing information in its memory.
a) Debit b) Credit c) Smart d) PAN CO3K1
3. Spam email is also known as
a) Spoof b) Virus c) Junk mail d) Draft mail CO4K1
4. Which type of conferencing is used in real-time communication?
a) Video b) Audio c) Teleconferencing d) All the above. CO4K1
5. Which is used to encrypt and decrypt a message?
a) Secret key b) Firewall c) Antivirus d) Code CO5K1
6. The method used for securing E-Commerce transactions.
a) Public & Private key b) Cookies c) HTML tags d) Pop-up Ads CO5K1

Part - B

Answer all the questions

3 x 6 = 18

Answer should not exceed 400 words or two pages

7. a) Explain about Cheque payment system in the Internet. CO3K2
(Or)
7. b) Discuss the risk associated with E-Payment system. CO3K2
8. a) Elaborate the various types of E- Communication. CO4K2
(Or)
8. b) What are the merits and demerits of Teleconferencing? CO4K2
9. a) Discuss about network security. CO5K2
(Or)
9. b) Discuss data encryption with private key and public key. CO5K2

Part - C

Answer all the questions

3 x 12 = 36

Answer should not exceed 800 words or four pages

10. a) Describe in detail about Digital Signature. CO3K2
(Or)
10. b) Discuss the designing of E-payment system. CO3K2
11. a) Explain the role of E-Technology in enhancing communication within E- Business environment. CO4K1
(Or)
11. b) Compare the different types of conferencing methods. CO4K4
12. a) Evaluate the effectiveness of current technologies used in Mobile Commerce to ensure transaction security. CO5K1
(Or)
12. b) Discuss the role of website requirements in achieving business objectives in E-Commerce. CO5K2

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