

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION - COMMERCE

THIRD SEMESTER – NOVEMBER 2007

CS 3901 - E COMMERCE

AK3

Date : 06/11/2007

Dept. No.

Max. : 100 Marks

Time : 9:00 - 12:00

PART - A

Answer ALL the Questions

(10 x 2 = 20)

1. Define the term E-Business.
2. Enlist the different forms of Convergence.
3. Even without the Functions / Characteristics of an E-market, Buyers and Sellers will prepare to do Business in E-Markets. Is this statement true? Provide your Comment for the statement.
4. Increasing the Sales-Personnel will necessarily increase the sales-volume. Is this statement always false? Submit your views in short.
5. E-Payment System will be ineffective without Technology-Backbone. Is this statement True? Write your view in short.
6. What is called a Smart Card?
7. Write a short note on IT Act 2000.
8. Expand the term VIRUS. List the major Anti-Virus Software Companies.
9. Define the term Script. What are the Objectives of Script?
10. Define the term Networks and what are the various goals of Networking?

PART - B

Answer ALL the Questions

(5 x 8 = 40)

11 a) Write short notes for the following

E-Commerce, E-Trade, E-Business, and E-Business Model

(OR)

b) Explain the Merits of Traditional Commerce

12 a) What do you mean by Marketing Mix? Explain E-Marketing Mix with a vector notation.

(OR)

b) Bring out the different forms of Network Advertisements.

[PTO]

13 a) Explain the various Components of an Effective E-Payment System.

(OR)

b) Elucidate the different types of E-Payment Systems

14 a) Explain the different dimensions of Net Threats

(OR)

b) What are the Aims and Salient Features of Cyber Laws in India.

15 a) Define the following terms

Web Server, Web Client, Static Web Page, Dynamic Web Page

(OR)

b) Create a fusion of Web Pages for demonstrating the details of a PG Commerce Department.

PART-C

Answer any TWO questions:

(2 x 20 = 40)

16 a) Write an Essay on various E-Business Models.

b) Discuss in detail about EDI.

17 a) Discuss the Business Issues and Economic Implications of E-Payment Systems.

b) What are the various strategies involved in constructing an Intelligent Web Design.

18 a) Write an Essay on E-Commerce Web Application Development Technologies.

b) Define the term Markup and Trace the Origin of HTML. Develop a website for enabling the potential employers to view your online Resume.
