



PG – 551

IV Semester M.Com. (International Business) M.I.B. Examination, June 2016
(CBCS Scheme)

Paper – 4.3 : Advance E-Business

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any seven** questions out of ten. **Each** question carries **two** marks. **(7×2=14)**

1. a) Opportunities in e-commerce.
- b) Secret key encryption.
- c) E-Cheque.
- d) Electronic Banking.
- e) Cisco Intelligent Proximity.
- f) Mobile Marketing.
- g) Wireless for mobile commerce.
- h) Mobile spectrum.
- i) Wireless Sensor Network.
- j) Vanity M-commerce.

SECTION – B

Answer **any four** questions out of six. **Each** question carries **five** marks. **(4×5=20)**

2. What are the threats in E-Commerce ?
3. What is Smart Card and write its applications.
4. Describe the types of Electronic Fund Transfers.

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- 5. Write the process of internet application in M-Commerce.
- 6. What is the frame work for the study of M-Commerce ?
- 7. Explain the features of Ecology of M-Commerce.

SECTION - C

Answer **any three** questions out of five. **Each** question carries **twelve** marks. **(3x12=36)**

- 8. Differentiate between Digital Signature and Digital Certificates with suitable examples.
- 9. What is Electronic Fund Transfer and what are the risks associated with fund transfer ? Explain.
- 10. What are the infrastructure and technologies required in M-Commerce ?
- 11. Classify the framework for Mobile Location Based Services with suitable examples.
- 12. What are the factors influencing the adoption of Mobile Gaming services ?

SECTION - B

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

