II Semester M.Com. Degree Examination, June/July 2018
(CBCS)
COMMERCE
Paper – 2.3 : Advanced E-Commerce and Mobile Commerce

Time : 3 Hours  Max. Marks : 70

SECTION – A

1. Answer any 7 questions. Each question carries two marks. (7x2=14)
   a) What is Presentation layer of SSL?
   b) What is Mobile Portal?
   c) What is Spoofing?
   d) What do you mean by Alias Card?
   e) Name a few Wireless devices for mobile commerce.
   f) Define Packet Sniffer.
   g) What do you mean by E-cheques?
   h) Give the meaning of Wireless LAN.
   i) What is EDIFACT?
   j) What is Mobile gaming?

SECTION – B

Answer any 4 questions. Each question carries five marks. (4x5=20)

2. Explain NTT model.

3. Describe mobile marketing structure using appropriate cases.

4. “Mobile data technologies are more suitable to large enterprises than small”. Elucidate.

5. Examine micro transactions as modern payment system. Give suitable examples.

P.T.O.

7. “EDI is one of the most significant innovations of modern societies”. Do you agree?

SECTION – C

Answer any 3 questions. Each question carries 12 marks. (3x12=36)

8. “Mobile advertisements brought metamorphosis in Promotion of services”. Explain.

9. Examine various types of e-banking with suitable organisational examples.


11. Compare and contrast 3G and 4G models by highlighting the enhancements in each of the models.

12. Discuss WAP protocol stack with appropriate examples.
II Semester M.Com. Examination, July 2017
(CBCS Scheme)
COMMERCE
Paper – 2.3 : Advanced E-Commerce and Mobile Commerce

Time : 3 Hours                           Max. Marks : 70

SECTION – A

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

1. Define the following:
   a) Secure Sockets Layer (SSL).
   b) ANSI X12.
   c) Cyber cash.
   d) SET protocol.
   e) M-Commerce.
   f) Mobile marketing.
   g) NTT Docomo’s l.
   h) 4G Technology.
   i) Mobile portals.
   j) M-Commerce Business models.

SECTION – B

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

2. What is Encryption and describe the elements of an encryption system?
3. What is smart cards and explain its applications?
4. Write the compatibility of digital token based electronic payments systems.

P.T.O.
5. Explain the various types of mobile commerce services.

6. State the impact of technology advances on strategy formulation in mobile communications networks.

7. Explain the role of mobile advertising in building a brand.

SECTION – C

Answer any 3 questions out of 5. Each question carries 12 marks. (3x12=36)

8. What is EDI and explain the evolution and uses of EDI?

9. State the procedure of electronic fund transfers with suitable diagrams.

10. What is wireless business? Explain its benefits and limitations.

11. Write the impact of technology advances on strategy formulation in mobile communications networks.

12. What is mobile data and explain the mobile data technologies and small business adoption of mobile gaming services?
II Semester M.Com. Examination, June 2016
(CBCS) (Semester Scheme)
COMMERCE
Paper – 2.3 : Advanced E-Commerce and Mobile Commerce

Time : 3 Hours
Max. Marks : 70

SECTION – A

1. Answer any seven questions out of ten. Each question carries two marks. (7x2=14)
   a) Who are War-drivers ?
   b) What is EDI ?
   c) What is EFT ?
   d) Define Protocol.
   e) What is a bluetooth ?
   f) Define Wi-Fi.
   g) What is a Wi-Max ?
   h) What is I-Appli ?
   i) Name any two mobile apps for auctions.
   j) What is a i-kraft ?

SECTION – B

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

2. Explain public key cryptography with digital envelope.

3. What are the methods of e-payments ? Explain.

4. Explain Location Based Services.

5. Differentiate 1G, 2G, 3G and 4G.


7. Explain the NTT Docomo Services.

P.T.O.
SECTION – C

Answer any three questions out of five. Each question carries twelve marks. (3 × 12 = 36)

8. Explain EDI and its applications.

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

10. Explain the types of mobile commerce services.

11. Explain the framework of mobile commerce.
