IV Semester M.Com. (I.B.) Examination, June/July 2018  
(CBCS)  
Paper - 4.3 : ADVANCED E-BUSINESS  

Time : 3 Hours  
Max. Marks : 70  

SECTION - A  
1. Answer any seven questions out of 10. Each question carries 2 marks. (7x2=14)  
a) E CHEQUE  
b) LAN  
c) WAP  
d) ANSIX 12  
e) 4-G technology  
f) Mobile marketing  
g) What is EDI ?  
h) What is EFT ?  
i) Bluetooth  
j) Define WIFI.  

SECTION - B  
Answer any four questions out of six. Each question carries 5 marks. (4x5=20)  

2. Explain public key cryptography with digital envelope.  

3. Success of mobile commerce presupposes existence of mobile commerce. Explain.  

4. Discuss different types of electronic banking.  

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

6. Explain the NTT DOCOMO services.  

7. Various threats are hampering widespread use of e-commerce. Explain.  

P.T.O.
Answer any 3 questions out of five. Each question carries 12 marks.

(3x12-36)

8. Bring out evolution of EDI. What are the benefits of EDI in E-commerce.

9. Examine the infrastructure required for m-commerce.

10. Describe the application of M.COMMERCE in automotive industry with suitable examples from industry.

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

12. What are the wireless devices available for mobile commerce? Explain.
IV Semester M.Com. (IB)/MIB Examination, June 2017  
(CBCS)  
Paper – 4.3 : ADVANCE E-BUSINESS  

Time : 3 Hours  Max. Marks : 70

SECTION – A

1. Answer any seven questions out of ten. Each question carries two marks : (7×2=14)
   a) What is digital certificate ?  
   b) What is digital signature ?  
   c) Give the meaning of smart cards.  
   d) What is meant by SET Protocol ?  
   e) Give the meaning of mobile advertisement.  
   f) What is wired commerce comparisons ?  
   g) What is meant by mobile commerce ?  
   h) Give the meaning of NTT Docomo’s i.  
   i) What is meant by Ecology of M-commerce ?  
   j) What is meant by Mobile Portals ?

SECTION – B

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

2. What is encryption and describe the elements of an encryption system ?

3. Write overview of Electronic payment systems.

4. What is M-commerce and write different types of mobile commerce services ?

5. State towards classification frame work for mobile location based services.

6. Describe the wireless application protocol with suitable examples.

7. What is mobile data and how the mobile data technologies adopted for small business ? Explain.
SECTION – C

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

8. Explain the role of secret key encryption and public key encryption.


10. Define M-commerce and explain the required infrastructure of M-commerce.

11. Explain the impact of technology advances on strategy formulation in Mobile Communications Networks.

12. Write the various factors influencing the adoption of mobile gaming services.
(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.
   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.

P.T.O.
5. Write the process of internet application in M-Commerce.
6. What is the framework 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. \(3 \times 12 = 36\)

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?