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I Semester M.Com. Degree Examination, April/May - 2024

COMMERCE

Technology in Business

(CBCS Scheme)

Paper : 1.4

Time : 3 Hours

Maximum Marks : 70

SECTION - A

Answer any SEVEN questions out of Ten. Each question carries 2 marks. (7×2=14)

1. a) Define E-business Model.
- b) Give an Example for B2G and B2B2C in E-Business.
- c) What is a Business Model?
- d) What is Protocol in Networking? Give two examples.
- e) Who are Black Hats? Give an example.
- f) What is cyberstalking? Give an example.
- g) What is Symmetric Key?
- h) Give the meaning of Data Diddling? With an example.
- i) Who are war drivers? What they do?
- j) What is EFT?



SECTION - B

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

2. Explain the B2B and B2 C Models with examples.
3. State the Impact of E-commerce on Business with suitable examples.
4. What is a shopping cart? How is it different from a traditional cart?
5. Write a short notes on e-catalogues.

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6. Explain Digital Signature with a suitable diagram.
7. What is SSL? Explain how it works?

SECTION - C

Answer any TWO questions out of Four. Each question carries 12 marks. (2×12=24)

8. Explain the successful e-business models of Flipkart and PayTm.
9. Explain Different types of Security threats to E-commerce.
10. Write a short notes on ISO (27001).
11. Give examples of IT-Act 2000 and Highlight the important sections.

SECTION - D

Answer the following question.

(1×12=12)

12. Columbiana is a small, independent Island in the Caribbean that has many historical buildings, forts, and other sites, along with rain forests and striking mountains. A few first -class hotels and several dozen less-expensive accommodations can be found along its beautiful white sand beaches. The major airlines have regular flights to Columbiana, as do several small airlines. Columbiana's government wants to increase tourism and develop new markets for the country's tropical agricultural products.
 - a) How can a Web presence help?
 - b) What internet business model would be appropriate?
 - c) What functions should the Web site perform?