

(DSBC31)

B.Sc. DEGREE EXAMINATION, DECEMBER - 2015

(Examination at the end of Third Year)

Part – II : INFORMATION TECHNOLOGY

Paper - III : Basics of E-Commerce

Time : 3 Hours

Maximum Marks : 80

Answer any five questions

All questions carry equal marks

- 1) Discuss about the benefits and limitations of E-commerce?
- 2) Write about the driving forces of e-commerce?
- 3) Explain advertisement methods and strategies in detail?
- 4) Write a brief note on economics and effectiveness of advertisement?
- 5) Explain in detail about broker based services and tourism services?
- 6) Define online publishing? Explain the procedure for online publishing?
- 7) What are the advantages of trading stocks online?
- 8) Discuss about electronic payment system and its protocols?
- 9) Explain
 - a) Electronic Funds Transfer.
 - b) Security schemes in detail.
- 10) Write about the use of credit card systems on internet for E-commerce Transactions?

