

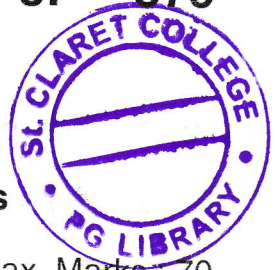


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JP – 379

I Semester M.Com. Examination, July 2022
(CBCS Scheme) (2020-21 and Onwards)
COMMERCE

Paper – 1.4 : Information Technology for Business



Time : 3 Hours

Max. Marks : 70

Instruction : Answer **all** the questions as per instructions.

SECTION – A

1. Answer **any seven** questions out of ten. **Each** question carries **two** marks :

(7×2=14)

- Differentiate E-Commerce and E-Business.
- What is B2G Commerce ? Give an example.
- State the meaning of Client-Server Technology.
- What is banner advertising in E-Commerce ? Explain.
- What is web portal ? Name any four types of web portals.
- What is web auction ?
- What is a public key ?
- What do you mean by Virtual Private Network ?
- What is EDIFACT ?
- Give the meaning of cyber-stalking.

SECTION – B

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

- Highlight the strengths, weakness, opportunities and challenges in E-Commerce.
- How electronic catalogues are different from traditional catalogues ?
- Illustrate web services – service-oriented architecture.
- Describe the hardware and software for E-Business.
- Bring out any two recent cyber attacks in detail.
- Differentiate between Digital Certificate and Firewall.

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SECTION – C

Answer **any two** questions out of four. **Each** question carries **twelve** marks :

(2×12=24)

8. Explain retailing in E-commerce with respect to Products and Services.
9. Explain the types of E-Payments.
10. What are the security measures available in E-commerce ? Explain in detail.
11. Highlight the important Sections and Penalties of IT Act, 2000.

SECTION – D

Answer the following question :

(1×12=12)

12. Describe how the firm will earn revenue, generate profit and produce superior returns on invested capital using different types of E-commerce revenue models. Give the examples of any two revenue models used by E-commerce firms.
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