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I Semester M.Com. Degree Examination, June/July - 2022

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 **Two** marks. (7×2=14)

1. a) Differentiate e - Commerce and e - Business.
- b) What is B2B commerce? Give an example.
- c) What is Affiliate marketing?
- d) What is P2P Commerce? Give an example.
- e) What is Web portal? Name any four types of Web Portals.
- f) What is a Interstitial Advertising?
- g) What is a Cipher Text?
- h) What is EDI? Name its applications.
- i) What is Cyber stalking? Give any example.
- j) What is an EDI? Name the two standards.

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**SECTION - B**

Answer any **Four** questions out of **Six**. Each question carries **Five** marks. (4×5=20)

2. Explain the e - Commerce business models in detail.
3. Explain the revenue models of Swiggy and Byjus's.
4. What are the types of web portals? Explain.
5. Discuss about ISO 27001 guidelines.
6. What is a digital signature? Explain the process to obtain Digital signature and give its applications.
7. Explain the EDI applications with respect to international Business and Finance Sector.

**SECTION - C**

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

8. Analyze a SWOT analysis for any one Indian based e - Commerce company.
9. Explain the modes of e - payments options available in Indian Context.
10. What are the Security threats and measures in e - Business? Explain in - depth.
11. Explain Section 43, Section 65, Section 66 and Section 70 of IT ACT.





## SECTION - D

Answer the below question. It carries **Twelve** marks.

(1×12=12)

12. The Internet has become an extremely valuable business tool, but it's also a huge distraction for workers on the job. Employees are wasting valuable company time by surfing inappropriate web sites (Facebook, shopping, sports, etc), sending and receiving personal email, talking to friends via online chat, and downloading videos and music. According to IT research firm Gartner Inc. non - work - related Internet surfing results in an estimated 40% productivity loss each year for American businesses. A recent Gallup Poll found that the average employee spends over 75 minutes per day using office computers for non - business related activity. That translates into an annual loss of \$6,250 per year, per employee. An average mid-size company of 500 employees could be expected to lose \$3.25 million in lost productivity due to internet misuse.

Many companies have begun monitoring employee use of e - mail and the Internet, sometimes without their knowledge. Many tools are now avail huge quantities of data, which slowed down P & G's Internet connection.

When employees use e-mail or the web (including social networks) at employer facilities or with employer equipment, anything they do, including anything illegal, carries the company's name. Therefore, the employer can be traced and held liable. Management in many firms fear that racist, sexually explicit, or other potentially offensive material accessed or traded by their employees could result in adverse publicity and even lawsuits for the firm. An estimated 27 percent of Fortune 500 organizations have had to defend themselves against claims of sexual harassment stemming from inappropriate email. Even if the company is found not to be liable, responding to lawsuits could run up huge legal bills. Symantec's 2011 Social media protection flash poll found that the average litigation cost for companies with social media incidents ran over \$650,000.

1. Should managers monitor employee e-mail and internet usage? Why or why not?
  2. Describe an effective e-mail and web use policy for a company?
  3. Should managers inform employees that their web behavior is being monitored? Or should managers monitor secretly? Why or why not?
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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?
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