

**PG-498**

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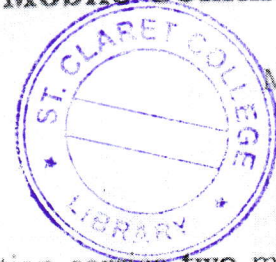
II Semester M.Com. (CBCS) Examination, July - 2019

**COMMERCE**

11302

**2.3 : Advanced E-Commerce and Mobile Commerce**

Time : 3 Hours



Max. Marks : 70

**SECTION - A**

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

**7x2=14**

1. (a) What is e-cheque ?
- (b) What is a smartcard ?
- (c) Define Protocol.
- (d) What is 3G Technology ?
- (e) Give the meaning of Secret Key Encryption.
- (f) What is NTT Docomo I-mode ?
- (g) What is EFT ?
- (h) Name the 2 types of M-Commerce Services.
- (i) Expand ANSIX12 and EDIFACT.
- (j) Define Digital Signature.

**SECTION - B**

Answer **any four** questions out of **six**. Each question carries **five** marks.

**4x5=20**

2. Describe the steps in implementing e-commerce security.
3. Explain the risk factors involved in e-payment systems.
4. Write a note on EDI standards and components.
5. What are the factors driving M-Commerce ?
6. How mobile advertising helps in building a brand ? Explain.
7. Discuss the evolution of WAP.



## SECTION - C

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

3x12=36

8. ✓ What are the threats in E-Commerce ? Explain.
9. ✓ Explain the different types of E-Banking.
10. ✓ Discuss the role of SET protocol in e-payment mode in the present Indian scenario.
11. Explain the framework of Mobile Commerce.
12. Explain the mobile data technologies and small business adoption of mobile gaming services.

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