

**E- Commerce**  
**III B.Com (Computers)**

**UNIT - I**

**Short Questions**

1. What is E Business?
2. What is E Commerce?
3. Write difference between E business & E commerce?
4. What are the activities of E Commerce?
5. Define E-marketing?
6. E-Banking?

**Long Questions**

1. Write potential benefits of E-commerce?
2. Explain different classifications of E-Commerce?
3. Explain limitations of E-Commerce?
7. Explain E-commerce applications in detail?

**UNIT – II**

**Short Questions**

1. Define protocol?
2. What is secure messaging?
3. What is FTP?
4. What is encryption?

**Long Questions**

1. Explain architectural frame work of E-commerce with diagram?
2. Explain about security protocols of C-commerce?
3. Explain symmetric & asymmetric encryption techniques?
4. Explain OSI model & TCP/IP Model?

**UNIT – III**

**Short Questions**

1. Define mercantile process?

2. What is e-payment system?
3. What is EFT (Electronic Fund Transfer)
4. What is E-Cash?
5. What is E-Cheque?
6. What is Credit card?
7. What is smart card?

### **Long Questions**

1. Explain consumer oriented applications?
2. Explain different types of mercantile process models?
3. Explain mercantile model from the consumer perspective?
4. Explain mercantile model from that merchant's perspective?
5. Explain E-cash & E-cheques?
6. Explain risks in E-payment systems?
7. Explain about credit card system?

## **UNIT - IV**

### **Short Questions**

1. Define EDI?
2. Explain NON-EDI systems?
3. Explain VAN?
4. Write pre-requisites of EDI?

### **Long Questions**

1. Explain types of EDIs?  
(or)  
Explain Non EDI, Partial EDI, Fully integrated EDI?
2. Explain pre requisits of EDI?
3. Explain about VANs?
4. Explain EDI architecture?
5. Explain Legal, security issues of EDI?

## UNIT – V

### **Short Questions**

1. Explain search engines?
2. Explain directive?
3. Explain banners?
4. Explain sponsorships, portals, online coupons.
5. Explain web based marketing?

### **Long Questions**

1. Explain E-marketing techniques?
2. Explain 5P's of internet marketing?
3. Explain E-advertising techniques?