



II Semester M.Com. Degree Examination, June/July 2018
(CBCS)
COMMERCE

Paper – 2.3 : Advanced E-Commerce and Mobile Commerce

Time : 3 Hours

Max. Marks : 70

SECTION – A

1. Answer **any 7** questions. **Each** question carries **two** marks. (7×2=14)
- a) What is Presentation layer of SSL ?
 - b) What is Mobile Portal ?
 - c) What is Spoofing ?
 - d) What do you mean by Alias Card ?
 - e) Name a few Wireless devices for mobile commerce.
 - f) Define Packet Sniffer.
 - g) What do you mean by E-cheques ?
 - h) Give the meaning of Wireless LAN.
 - i) What is EDIFACT ?
 - j) What is Mobile gaming ?

SECTION – B

Answer **any 4** questions. **Each** question carries **five** marks. (4×5=20)

- 2. Explain NTT model.
- 3. Describe mobile marketing structure using appropriate cases.
- 4. "Mobile data technologies are more suitable to large enterprises than small".
Elucidate.
- 5. Examine micro transactions as modern payment system. Give suitable examples.



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6. Explain the process of working of digital signatures. Give diagrammatic representation.
7. "EDI is one of the most significant innovations of modern societies". Do you agree ?

SECTION – C

Answer **any 3** questions. **Each** question carries **12** marks. **(3×12=36)**

8. "Mobile advertisements brought metamorphosis in Promotion of services". Explain.
9. Examine various types of e-banking with suitable organisational examples.
10. "Integration of SSL and ISO reference model makes conformity easier". Explain with the help of a model.
11. Compare and contrast 3G and 4G models by highlighting the enhancements in each of the models.
12. Discuss WAP protocol stack with appropriate examples.