



SDV – 16

**M.Com. (Semester – II) Examination, April/May 2013
CO 203 : E-COMMERCE AND ITS APPLICATIONS**

Duration : 2 Hours

Total Marks : 50

Instructions : 1) Q. No. I carries 10 marks and is **compulsory**.
2) Q. No. II to V carry 10 marks **each** with **internal choice**.

- I. Answer briefly : (2×5=10)
- i) State any two features of e-commerce.
 - ii) What is a trade cycle ?
 - iii) Explain any two components of EDI.
 - iv) State any two risks in electronic payment systems.
 - v) Explain 'authentication'.
- II. a) Discuss the considerations in building an effective e-commerce system. 10
OR
b) Discuss various types of networks used in e-commerce enabled organization. 10
- III. a) What is EDI ? Explain the impact of EDI on business. 10
OR
b) Define 'supply chain management'. Explain e-commerce enabled supply chain management. 10
- IV. a) Explain the requirements of a good digital payment system. 10
OR
b) Explain various types of online advertising with their advantages and disadvantages. 10
- V. a) Explain e-commerce as tool of business strategy. 10
OR
b) Discuss various security measures for e-commerce systems. 10
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