



SDV – 18

**M.Com. (Semester – II) Examination, April 2012
CO 203 : E-COMMERCE AND ITS APPLICATIONS**

Duration : 2 Hours

Total Marks : 50

Instructions : 1) Q. No. 1 carries 10 marks and is compulsory.
2) Q. No. 2 to 5 carry 10 marks with internal choice.

1. Answer briefly : (2x5=10)
- a) Define Electronic Commerce.
 - b) Define Guerilla Strategy.
 - c) Define Payment Gateway.
 - d) Explain use of Secured Socket Layer.
 - e) Define Electronic Data Interchange.
2. A) Explain the various Electronic Commerce Technologies using Trade Cycle. 10
OR
B) What are the various components required for an organization to be netabled ? 10
3. A) Chalk down a business strategy formulation in the context of Electronic Commerce in detail. 10
OR
B) Mention Cryptographic methods used in Electronic Commerce in details. 10
4. A) What are some of the strategies of Web Auctions ? 10
OR
B) Explain how online transactions are done in Electronic Banking. 10
5. A) Explain the impact of Electronic Commerce on Supply Chain Management. 10
OR
B) Describe the various business models of Electronic Commerce. 10