

**Goa Vidyaprasarak Mandal's  
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND  
ECONOMICS, PONDA-GOA**

**M. COM. (SEMESTER – II) EXAMINATION, APRIL 2014  
CO203 E-COMMERCE AND ITS APPLICATIONS**

Duration: 2 hours

Total Marks: 50

*Instructions: 1) Answer all questions.  
2) Each question carries 10 marks.*

**Q1.] Briefly answer the following:** (5 x 2 = 10)

- a) Differentiate between public network and private network.
- b) List and explain 4 structural element tags of HTML.
- c) Explain different types of threats to E-Commerce Systems.
- d) How is Real Time Gross Settlement is different from Electronic Fund Transfer ?
- e) Explain digital signature.

**Q2.A] What is EDI? Explain the components and features of EDI.** (10)

**OR**

**Q2.B] Explain the role of e-commerce as a business strategy.** (10)

**Q3.A] List and explain the various tags used to create a form in HTML.** (10)

**OR**

**Q3.B] What is an HTML document? Explain formatting tags available in HTML.** (10)

**Q4.A] What is e-CRM? Explain the implementation strategies of e-CRM.** (10)

**OR**

**Q4.B] Explain the various types of Electronic Payment Systems.** (10)

**Q5.A] Explain the various types of online advertising mechanisms.** (10)

**OR**

**Q5.B] What are the 5 P's applied to internet marketing?** (10)

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