



PG – 676

**II Semester M.Com. (FA) Degree Examination, November/December 2023
(CBCS Scheme) (2021 – 22)**

COMMERCE

Paper – 2.4 : Digital Technologies and Transformation in Business

Time : 3 Hours

Max. Marks : 70

SECTION – A

1. Answer **any seven** questions out of ten. **Each** question carries **two** marks. **(7×2=14)**

- a) Define e-business model.
- b) Give an example for P2P and G2C in E-Business.
- c) Describe marketing.
- d) What is a VPN ? Give an example.
- e) What is Sniffing ? Give an example.
- f) Who is a Certifying Authority ?
- g) What is a Public Key ?
- h) What is SDPI ? Why it is used ?
- i) Define ANSI X12.
- j) What is EFT ?

SECTION – B

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

2. Explain categories of e-commerce.
3. What is the impact of computer virus on computer ? Explain.
4. What is a shopping cart ? How it is different from traditional cart ?
5. What is e-advertising ? Explain.
6. What is a Digital Certificate ? Highlight its features.
7. What is SET Protocol ? How it works ? Explain.

P.T.O.



SECTION – C

Answer **any two** questions out of five. **Each** question carries **twelve** marks. **(2×12=24)**

8. Explain the successful e-business models for startups in India.
9. Online payments have advantages and disadvantages. Elucidate.
10. What is Cryptography ? Explain its types.
11. Explain EDI and its Applications in International Business.
12. IT-ACT 2000 has few strict penalties. Explain.

SECTION – D

(Compulsory Skill-based question on Subject/Paper)

Skill-based question.

(1×12=12)

If you planning to build a website for an educational institute, what factors do you consider ? Explain.
