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.

P.T.O.

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.

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