

(FOR THE CANDIDATES ADMITTED

SUBJECT CODE **22UEC5E1**

DURING THE ACADEMIC YEAR 2022-23 ONLY)

REG.NO.

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI

END-OF-SEMESTER EXAMINATIONS : NOVEMBER – 2024

B.Com. – E.COMMERCE

MAXIMUM MARKS: 50

SEMESTER : V

TIME : 3 HOURS

PART – III

INFORMATION SECURITY & E- COMMERCE TECHNOLOGY

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

(K1)

1. The primary function of the internet is.....
 - a) Data sharing
 - b) Voice communication
 - c) File encryption
 - d) Printing documents
2. Which of the following is a method used to verify the identity of a user in e-commerce transactions?
 - a) CAPTCHA
 - b) VPN
 - c) Digital signatures
 - d) Data mining
3. Which platform is most commonly used for social media advertising?
 - a) Facebook
 - b) Wikipedia
 - c) LinkedIn
 - d) GitHub
4. What does M-Commerce stand for?
 - a) Media Commerce
 - b) Mobile Commerce
 - c) Multi-Commerce
 - d) Modern Commerce
5. Which of the following electronic payment systems is based on blockchain technology?
 - a) PayPal
 - b) Visa
 - c) Bitcoin
 - d) ACH

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6. What does HTTP stand for?
7. Define Firewall.
8. What is email marketing?
9. List the main benefits of E-Banking.
10. What is a digital wallet (e-wallet)?

(CONTD 2)

SECTION – B**(5 X 3 = 15 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.****(K3)**

11. a) Explain the TCP/IP model and its layers.

(OR)

b) Discuss the methods used to detect and prevent identity spoofing attacks.

12. a) Determine the key security considerations for e-commerce websites.

(OR)

b) Narrate the primary functions of a firewall in network security.

13. a) Discuss the emergence of the internet as a competitive advertising media

(OR)

b) Bring out the weakness in Internet advertising.

14. a) Explain the components of e-learning.

(OR)

b) State the limitations of e- banking.

15. a) Determine the process of EPS.

(OR)

b) Point out the advantages of smart cards.

SECTION – C**(5 X 5 = 25 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.****(K4 (Or) K5)**

16. a) Compare and contrast phishing and spoofing in terms of their methods and impacts on security.

(OR)

b) Enumerate the three core goals of information security .

17. a) Explain the importance of real-time monitoring and response in IDS/IPS systems.

(OR)

b) Discuss the role of Steganography in computer forensics investigations.

18. a) Describe the different types of internet advertising and provide examples of each. .

(OR)

b) Briefly explain the advantages and disadvantages of EDI Software implementation .

19. a) Explain the Mobile Computing Applications.

(OR)

b) Discuss the Barriers to e-Learning.

20. a) Explain the risks involved in Electronic Payment Systems .

(OR)

b) Enumerate the process of a Crypto currency exchange.