

ST. JOSEPH'S EVENING COLLEGE (AUTONOMOUS)

II SEM M.COM EXAMINATION - APRIL 2019

ADVANCED E-COMMERCE AND MOBILE COMMERCE

Duration: 2.5 hours

Max. Marks: 70

SECTION - A

Answer any EIGHT of the following questions.

(8x2=16)

1. What do you mean by Digital Certificate?
2. Mention the types of Cryptography.
3. What do you mean by E-cheque?
4. What is EFT?
5. What is Social Electronic Transaction?
6. What do you mean by Cyber Cash?
7. Give the meaning of Mobile Marketing.
8. What is Data Mining?
9. What do you mean by 4G technology?
10. Name any 2 mobile apps for auctions.

SECTION - B

Answer any THREE of the following questions.

(3x8=24)

11. Explain public key cryptography with digital envelop.
12. What is Electronic Banking? Discuss different types of electronic banking.
13. What is M-Commerce? Explain its infrastructure requirements.
14. Explain Location Based Services.
15. How does Mobile Advertising play a role in building Brand?

SECTION - C

Answer any ONE of the following questions.

(1x15=15)

16. Briefly explain the benefits of EDI in E-Commerce.
17. "In spite of technological advertisements, electronic payment system is risky". Discuss
18. What is E-commerce? Explain the different E-payments available for E-commerce transaction.

SECTION - D

Analyse the case and answer the questions.

(1x15=15)

19. An Electronic Fish Market Re-engineers Fishing Industry.

Mr. Bob owner of small fishing company combined fishing and html creating one of the most interesting electronic enterprises. In an attempt to fight stiff competition from rivals, Mr. Bob whose company was on verge of bankruptcy, tried to find niche markets. In exploring market for sea-snails, he realizes that he lacked knowledge, while searching for this problem. In appreciation of power of internet he taught himself html and launched a website called Fishmart.(www.fishmart.com)

This sites provides considerable information for fishermen. For example it help sellers, identify buyers with troubled credit history. List sources of loans for commercial fishermen, provides link to all related government agencies, provides weather reports and reports fish prices in all major markets - All for Free. The site makes money from classified ads for fishing related products and services including help- wanted ads. The second of income is companies' public market which rents space on website to sea food retailers who offer their products there. In 1997 actual trading was competed via telephone, so site was basically used for advertisement. This situation changed in 1998 and now customers can order and pay electronically, another feature is Auction Market that available on website. The Auction Market can profoundly change the sea-food industry operates. Here is how auction worked:

Seller of any fish product can place their product up for bid on Fishmart for any Marketing channels. Fishmart inspect the quality to ensure compliance.

Buyers open trading accounts with Fishmart. Any approved buyer can bid on price and quality via E-mail.

Once bid is accepted payments are arranged and shipments are executed. Payments can be made via special accounts maintained by special financial service company.

Buyer deposit funds in an interest paying account and using a password can authorize electronic transfer of funds to seller.

In past seller use 100's of sales people to call on potential buyers. Commisions supplemented many of sales people salary. Now sellers use website and pay a commission only when Sale is made. Bob's company's, innovative Internet Marketing System is both B2C and B2B oriented.

Questions:

- (a) How can the internet help the fishing companies in International Market?
- (b) What are the benefits of Auctions Market to the Sellers and Buyers?