



I Semester M.Com. Degree Examination, May 2024  
(CBCS Scheme)  
(2020 – 21 and Onwards)  
**COMMERCE**  
**Paper – 1.4 : Information Technology for Business**

Time : 3 Hours

Max. Marks : 70

SECTION – A

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

1. a) Define e-commerce.
- b) What is B2B and B2C Commerce ? Give an example.
- c) What is Client-Server Technology ?
- d) What is Domain Name System ? Give an example.
- e) What is Web Portal ? Name any four types of Web Portals.
- f) What is Cryptography ?
- g) Define the Digital Signature.
- h) What is Virtual Private Network ?
- i) What is EDI ?
- j) What is Data Diddling ?

SECTION – B

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

2. What do you mean by auction ? Differentiate between Brokerage and Informediary Model.
3. Explain e-catalogue with an examples.
4. Why digital certificates are used ? What are its contents ? Who is a Certifying Authority ?
5. Write a short note on cyber crimes.
6. With a neat diagram, explain the process of obtaining a digital signature.
7. How Firewalls and Proxy Servers protect the networks in E-Commerce ?



## SECTION – C

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

8. Discuss in detail E-business models based on relationship of transaction parties.
9. What are the latest E-Payments available ? Explain.
10. Discuss the salient features of IT Act, 2000.
11. What is denial of service attack ? Explain how it will be different from Trojan horse.

## SECTION – D

(Compulsory Skill-based question on Subject/Paper) Skill-based question. (1×12=12)

12. 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 enterprise. 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 realize that he lacked knowledge, while searching for knowledge (he was introduced to web as solution for this problem. In appreciation of power of Internet he taught himself HTML and launched a website called Fishmart ([www.fishmart.com](http://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 source 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 changed 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 of Marketing Channels. Fishmart inspect the quality to ensure compliance. Buyers open trading accounts with Fishmart. Any approved buyer can bid on price and quantity 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. Commissions 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 compete in the International Market ?
  - b) What are the benefits of Auction Market to the Sellers and Buyers ?
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