



PJ – 549

III Semester M.Com. (FA) Examination, January 2019
(CBCS Scheme)
Paper – 3.5 : ADVANCED E-BUSINESS

Time : 3 Hours

Max. Marks : 70

Instruction : Answer **all** Sections.

SECTION – A

1. Answer **any seven** questions. **Each** question carries **two** marks. (7×2=14)
- What is SAP ?
 - Define Crypto Currency.
 - What is Rupay Card ?
 - Differentiate between E-Business and E-Commerce.
 - What is e-money ?
 - State any three online fund transfer companies.
 - How does digital token work ?
 - What is the difference between LAN and WAN ?
 - What is Google glass ?
 - How are digital signatures authenticated ?

SECTION – B

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

- What are the challenges faced by managers in the view of emergence of M-Commerce ?
- How SSL works ?
- Explain online fund transfer mechanism.
- What are the limitations of online marketing ?
- Describe the applications of financial and accounting mobile Apps.
- What is AI powered personalization techniques used by online marketing companies like Amazon ?

P.T.O.



SECTION - C

Answer any three questions. Each question carries twelve marks. (3x12=36)

- 8. Discuss the technical framework required to start e-Business.
- 9. Define encryption. Discuss how safety is ensured with encryption.
- 10. What are risks faced in online fund transfer ? How does SET helps in monitoring it ?
- 11. M-commerce has gained an edge over e-commerce ? Elucidate.
- 12. Discuss the advantages and disadvantages of e-wallets.