

III Semester M.Com. (F & A)/MFA Examination, January 2018
(CBCS Scheme)
Paper – 3.5 : ADVANCED E-BUSINESS

Time : 3 Hours

Max. Marks :70

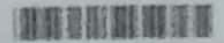
SECTION – A

1. Answer **any seven** sub-questions out of ten. **Each** sub-question carries **2** marks.
(7×2=14)
- Define E-Commerce.
 - What is Encryption ?
 - What do you mean by digital signature ?
 - What is EDI ?
 - What do you mean by smart cards ?
 - State any four types of electronic fund transfer.
 - Define M-commerce.
 - What is network ?
 - List out important applications of mobile banking.
 - What is Google Wallet ?

SECTION – B

- Answer **any four** questions. **Each** question carries **5** marks.
(4×5=20)
- Explain different types cryptographics.
 - What are the applications of smart cards ?
 - Write a short note on risk of electronic payment systems.
 - Explain the benefits and limitations of M-commerce.
 - Briefly explain types of mobile commerce services.
 - Differentiate between 2G, 3G and 4G technologies.

P.T.O.



SECTION – C

Answer **any three** questions. **Each** question carries **12** marks.

(3×12=36)

8. Discuss in detail mobile banking services and its applications.
 9. Write an explanatory note on 'Mobile Marketing and Advertisement'.
 10. Give an account of digital token based electronic payment systems.
 11. Outline EDI components and its services in detail.
 12. Compare and contrast Mobile-Wallet with Google Wallet with examples.
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