

Register No.: Name:

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

SEVENTH SEMESTER INTEGRATED MCA DEGREE EXAMINATION (S), FEBRUARY 2024 (2020 SCHEME)

Course Code: 20IMCAT401

Course Name: M - Commerce

Max. Marks: 60

Duration: 3 Hours

PART A

(Answer all questions. Each question carries 3 marks)

1. How can businesses benefit from using "What-If Analysis" to assess different scenarios and make informed decisions?
2. What is a decision support system in the context of E-commerce? How does it aid in decision-making?
3. What is M-commerce? List any two advantages of mobile commerce technology.
4. What are the core wireless technologies that businesses rely on for communication and connectivity?
5. Write a note on a framework for the study of mobile commerce.
6. Explain wireless personal area network.
7. How do mobile portals enhance accessibility and usability for users accessing business services on the go?
8. Write a note on wireless application protocol.
9. List and explain the common payment methods used in M-commerce.
10. Which are the various technology issues in M-commerce?

PART B

(Answer one full question from each module, each question carries 6 marks)

MODULE I

11. What are the various information processing technologies in E-commerce? Explain any four. (6)

OR

12. Explain the key infrastructure requirements for establishing a robust supporting environment for E-commerce. (6)

MODULE II

13. What are the various categories of M-commerce services? Explain. (6)

OR

14. Explain any four non-internet-based applications in mobile commerce. (6)

How do they differ from internet-based M-commerce?

MODULE III

15. How did NTT Docomo's i-Mode contribute to changing the landscape of mobile communication and mobile internet access? (6)

OR

16. What are the various impacts of technology advances on strategy formulation in mobile communications networks? Explain. (6)

MODULE IV

17. Describe the various mobile commerce business models. (6)

OR

18. What are the key mobile business services that businesses commonly offer through mobile portals? Explain. (6)

MODULE V

19. How does data encryption work? Explain with a neat diagram. (6)

OR

20. Explain any six key aspects of trust in M-commerce. (6)
