ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE-27

M.Com – I SEMESTER

SEMESTER EXAMINATION: NOVEMBER 2019

MCO 7618 – ECOMMERCE AND MCOMMERCE

Time-1 ½ hrs   **Max Marks-35**

Section A

Answer any 5 Questions. Each question carries 1 mark

(5*1=5)

1. Differentiate between Ecommerce and EBusiness?
2. How can encryption be different from Decryption?
3. What are the two ways does the interception happens if internet traffic passes through third party?
4. Decode PKI and SSL.
5. How can E-cash be different from E-cheque?
6. What are the types of Wireless EPS?
7. What is VXML?

Section B

Answer any two Questions. Each carries 5 Marks

(2*5=10)

8. What are theobjectives of Mobile Business Services?
9. What are the different risks involved in EPS?
10. The Exchange of information across different platforms in an automated way is a big boost for Unilever. Justify

Section C

Answer any one Questions. Each carries 10 Marks.

(1*10=10)

11. Differentiate between 1G,2G,3G,4G mobile data services of Reliance Jio?.
12. Explain in detail the advantages of Mobile Marketing and Advertisment?

Case Study (Compulsory Question)   (1*10= 10)

Elan Financial Services®, a leading service provider for Visa® and Mastercard® debit and credit card issuing and acquiring in the US, completed the transition to EMV®, while also upgrading its systems to deliver faster and more versatile contact and contactless paymentcard services for its customers. Elan is now able to securely support the bespoke EMV payment card requirements for their numerous financial services customers. The solution automates EMV contact and contactless data preparation, crypto key management and transaction authorization for improved efficiency and end-customer flexibility.

1. **What are the challenges does EMV financial services faces post upgradation of IT infrastructure services?**