Shree Manibhai Virani and Smt. Navalben Virani Science College (Autonomous), Rajkot

Affiliated to Saurashtra University, Rajkot

SEMESTER END EXAMINATION NOVEMBER - 2017

Bachelor of Computer Application / B.Sc. Information Technology

16UCADA03 / 16UITDA03 – WEB AND M-COMMERCE TECHNOLOGIES

Duration of Exam – 3 hrs	*Semester – III*	*Max. Marks – 70*

Part A (10X1= 10 marks)
Answer **ALL** questions

1. What is Traditional Commerce?

2. What is B2C? Explain with example.

3. Full form of GSM.

4. Shortly explain M-commerce history.

5. Shortly explain content purchase and delivery of mobile services.

6. List out advantages of m-commerce

7. Give Full form WML

8. What is Mobile e-Tailing?

9. What is FFA?

10. What is wireless personal area network?

Part B (5X5= 25 marks)
Answer **ALL** questions

11a. Explain Types of E-commerce.

OR

11b. Roadmap of E-commerce in India.

12a. Differences between fixed internet e-Commerce and m-Commerce

OR

12b. Explain Infrastructure of E-commerce

13a. Explain WLAN and WMAN in detail.

OR

13b. Explain WWAN and WPAN in detail.

14a. Explain wireless devices for m-commerce

OR

14b. Role of E-commerce in Automotive Industry

15a. Explain location based service (LBS) of m-commerce in detail? Explain its advantages also.

OR

15b. What is FFA? Explain its usages in fields like Medical, Real Estate or Insurance

16a. Evolution of E-commerce

OR

16b. Explain security in E-commerce

17a. Explain mobile banking, mobile ticketing and mobile information service of m-commerce

OR

17b. Explain mobile advertising, SMS campaign and mobile social media marketing in detail.

18a. What is Value chain? Explain Value Chain in detail

OR

18b. Explain WAP in detail with appropriate figure.

19a. Explain 2G, 3G and 4G in detail with advantages and disadvantages.

OR

19b. Explain NTT Docomo's I-Mode

20a. Explain Lifi in detail.

OR

20b. Explain Wifi , Hifi in detail with appropriate figure..

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