

QP CODE: 21100128



Reg No :

Name :

B.COM DEGREE (CBCS) EXAMINATION, FEBRUARY 2021

Fifth Semester

Complementary Course - CO5CMT07 - E- COMMERCE

B.Com Model II Finance & Taxation, B.Com Model II Logistics Management, B.Com Model II Marketing,
B.Com Model II Travel & Tourism, B.Com Model III Taxation, B.Com Model III Travel & Tourism, B.Com
Model III Office Management & Secretarial Practice

2017 Admission Onwards

858D906C

Time: 3 Hours

Max. Marks : 80

Part A

Answer any ten questions.

Each question carries 2 marks.

1. What is E- Procurement?
2. What is Mega Mall Model?
3. What do you mean by newsletters?
4. List the advantages of e-learning.
5. What are the services offered by online career services in e-commerce?
6. Define eNAM.
7. What are the essential requirements of an EPS?
8. What are combination smart cards?
9. Why do need e-Security?
10. What is Cryptography ?
11. List out the ways of promotions of an E-commerce website.
12. Define customer loyalty.


(10×2=20)

Part B

Answer any six questions.

Each question carries 5 marks.



- 
13. Compare B2E with B2G E - Commerce.
 14. Give an account of the transition of e - commerce in India.
 15. Explain e-advertising. Mention the types of e-advertising.
 16. Explain e-branding. Mention the strategies and advantages of online branding.
 17. Write a note on Electronic Banking in India.
 18. What are Malicious Codes? Explain.
 19. Briefly explain the operation of digital signature in an e- Commerce platform.
 20. Explain the ways to create websites.
 21. Explain Customer relationship management.

(6×5=30)

Part C

*Answer any two questions.
Each question carries 15 marks.*

22. Explain the merits and demerits of electronic commerce.
23. Explain the applications of e-commerce.
24. Explain the cyber related provisions of IPC .
25. Explain the components of a good e-commerce website.

(2×15=30)

