BCOM DEGREE (CBCS) EXAMINATION, OCTOBER 2019

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

6CDF1CA3

Maximum Marks: 80   Time: 3 Hours

Part A

Answer any ten questions.

Each question carries 2 marks.

1. What is meant by Electronic Selling?

2. Mention three functions of E - Commerce.

3. What is E - Business?

4. What are the types of EDI?

5. Define ERP.

6. Define e-governance.

7. What are Payment Gateways ?

8. What is Privacy risk ?

9. What are logical threats ?

10. What is considered as act of Cyber Terrorism ?

11. List out the design layout components of a good e-commerce website.

12. Define e-CRM.

(10×2=20)

Part B

Answer any six questions.

Each question carries 5 marks.

13. What are the salient features of E - Commerce?

14. Give a note on C2C E - Commerce.

15. What are the advantages of e-publishing ?

16. What is e-marketing ? What are the e-marketing techniques ?

17. Explain the different types of smart cards.

18. What are the major threats faced by customers ?

19. What are the major protocols that have bearing on E Commerce transactions ?

20. Explain Search engine optimsation in E-commerce.

21. Explain Supply chain management.

$(6 \times 5 = 30)$

Part C

Answer any two questions.

Each question carries 15 marks.

22. Explain the different types of E -Commerce models.

23. Explain e-marketing.

24. Discuss the consumer protection measures in India for e commerce.

25. Explain Website development and the ways to create websites.

$(2 \times 15 = 30)$