

KAMARAJ COLLEGE (Autonomous)

Accredited with A+ Grade by NAAC

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

(4 Pages)

Reg. No:.....

Question Code:26E03101

Course Code : 24UEBE22/25UEBE21

UG Degree - End Semester Examinations, April 2026

Second Semester

B.COM., BANKING AND E-COMMERCE

E- Commerce

(For those who joined in July 2024 and June 2025 onwards)

Time: 3Hours

Maximum: 75 Marks

PART - A (10 × 1 = 10 Marks)

Answer ALL Questions

Choose the correct answer:

CO:1 1. E-Commerce means:

- K:1
- (a) Buying and selling in markets (b) Buying and selling using the internet
- (c) Buying goods by cash only (d) Selling goods door to door

CO:1 2. Which of the following is used in E-Commerce?

- K:1
- (a) Internet (b) Typewriter
- (c) Postcard (d) Fax machine

CO:2 3. B2C stands for:

- K:1
- (a) Business to Company (b) Business to Consumer
- (c) Buyer to Consumer (d) Business to Customer Service

CO:2 4. Online shopping websites are an example of:

- K:1
- (a) Traditional retailing (b) E-retailing
- (c) Wholesale trade (d) Street vending

CO:3 5. Internet marketing is done mainly through:

- K:1
- (a) Newspapers (b) Television
- (c) Internet (d) Magazines

- C0:3 6. Online banking is an example of:
K:1 (a) Manual service (b) Web-enabled service
(c) Offline service (d) Postal service
- C0:4 7. EDI helps in:
K:1 (a) Manual data entry (b) Electronic exchange of data
(c) Writing letters (d) Phone communication
- C0:4 8. A firewall is used for:
K:1 (a) Speeding up the internet (b) Protecting the network
(c) Storing data (d) Designing websites
- C0:5 9. Privacy in E-Commerce is related to:
K:1 (a) Product quality (b) Customer information
(c) Website colour (d) Online delivery
- C0:5 10. Ethical issues in E-Commerce mainly concern:
K:1 (a) Honest business practices (b) Internet speed
(c) Website hosting (d) Software design

PART - B (5 X 5 = 25 Marks)

Answer ALL Questions choosing either (a) or (b).

Answer should not exceed 250 words.

- C0:1 11. (a) Define E-Commerce and illustrate its main activities with
K:3 examples.

(OR)

(b) Explain the benefits and broad goals of E-Commerce.

- C0:2 12. (a) Explain the Business to Consumer (B2C) E-Commerce model
K:3 with examples.

(OR)

(b) Assess the term E-retailing. Explain its benefits and features.

- C0:3 13. (a) Explain Internet marketing and its importance in E-
K:4 Commerce.

(OR)

(b) Describe web-enabled services and categories of E-services.

CO:4 14. (a) Analyze Electronic Data Interchange (EDI) and Explain its
K:4 benefits.

(OR)

(b) Explain the need for electronic payment systems and digital economy.

CO:5 15. (a) Explain basic ethical concepts in E-Commerce.

K:5

(OR)

(b) Explain in detail about candidate Ethical principles and privacy in E-Commerce.

PART - C (5 X 8 = 40 Marks)

Answer ALL Questions choosing either (a) or (b).

Answer should not exceed 500 words.

CO:1 16. (a) Define Internet. Analyze the various uses and applications of
K:4 Internet in business.

(OR)

(b) Explain about the contribution of AI in business

CO:2 17. (a) Classify the major business models in E-Commerce and their
K:4 Merits.

(OR)

(b) Distinguish between Traditional Retailing and E-Retailing.

CO:3 18. (a) Explain 4 Ps of Marketing and its relationship to E-
K:5 Commerce.

(OR)

(b) Enumerate the factors that influence consumer behavior in E-Commerce.

CO:4 19. (a) Explain Firewall Security. Describe its merits and demerits.

K:5

(OR)

(b) Criticize the various types of Viruses that causes harm to the users.

CO:5 20. (a) Explain the ethical, social and political issues in E-
Commerce.

- (b) Discuss privacy and information rights in E-Commerce websites.