

(6 pages)

Reg. No. :

Code No. : 12082 E Sub. Code : EECO 33

B.Com. (CBCS) DEGREE EXAMINATION,
APRIL 2025.

Third Semester

Commerce

Elective — E-COMMERCE

(For those who joined in July 2023 only)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. In which year WWW was introduced?
(a) 1996 (b) 1994
(c) 1990 (d) 1991
2. Which of the following describe e-commerce?
(a) Doing business electronically
(b) Doing business
(c) Sale of goods
(d) All of the above

3. The concept of online marketing and selling of products and services through the internet is _____.
(a) B2G (b) B2C
(c) B2B (d) B2E
4. Which segment do e-Bay, Amazon.com belong?
(a) B2Bs (b) B2Cs
(c) C2Bs (d) C2Cs
5. _____ is the sale of goods and services through the internet.
(a) e-retailing
(b) e-payment
(c) Trade
(d) None of these
6. OTP stands for
(a) One Time Processing
(b) One Time Processor
(c) One Time Password
(d) None of these

7. In EDI, Quick response means _____.

- (a) better service
- (b) availability of wider products
- (c) both (a) and (b)
- (d) none

8. The viruses spreads through

- (a) Mails
- (b) Pen drives and Cds
- (c) Websites
- (d) All of the above

9. The creation of digital images that characterize online individual and group behaviour is called _____.

- (a) Advertising networks
- (b) Profilling
- (c) Deep packet inspection
- (d) Optimization

10. _____ website is one that allows people to buy and sell physical goods, services through websites.

- (a) E-Commerce
- (b) Trade
- (c) Education
- (d) None of these

PART B — (5 × 5 = 25 marks)

Answer ALL questions by choosing (a) or (b).
Each answer should not exceed 250 words.

11. (a) Define E-Commerce and list out its benefits.

Or

(b) Explain the features of WWW.

12. (a) Write a note on E-Retailing.

Or

(b) Describe B2B in detail.

13. (a) What is E-services and explain its categories?

Or

(b) Write a note on Internet Audience and Consumer behaviour.

14. (a) Electronic Payment System — Discuss.

Or

(b) State the benefits of EDI.

15. (a) Describe the political issues in E-Commerce.

Or

(b) Write a note on :

(i) Firewall and

(ii) Network firewall

PART C — (5 × 8 = 40 marks)

Answer ALL questions by choosing (a) or (b).

Each answer should not exceed 600 words.

16. (a) State the functions of E-Commerce in detail.

Or

(b) Describe the role of Automation and Artificial Intelligence.

17. (a) Explain C2B.

Or

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

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18. (a) Explain Internet Marketing Technologies.

Or

(b) Elucidate Marketing Strategy in E-Commerce.

19. (a) Explain Proxy Server.

Or

(b) What is EDI? And explain its benefits.

20. (a) Explain E-commerce Websites.

Or

(b) What are ethical issues in E-Commerce?

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