

(6 pages)

Reg. No. :

Code No. : 20936 E Sub. Code : EEEEC 22

B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2024.

Second Semester

Economics

Elective — INTRODUCTION TO E-COMMERCE

(For those who joined in July 2023 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. _____ is an early form of E commerce.
(a) EDI (b) SCM
(c) Both (a) and (b) (d) None
2. In which year World Wide Web (WWW) was introduced?
(a) 1996 (b) 1994
(c) 1990 (d) 1991

3. Companies like Flipkart, Amazon and Myntra belong to which type of E-commerce segment.
(a) B2C (b) B2B
(c) P2P (d) C2B
4. What does a brokerage firm allow you to do that regular banks don't?
(a) buy and sell securities
(b) open an account
(c) deposit money
(d) withdraw money
5. Which one of the following online retail shop transect its transaction?
(a) Amazon (b) Flipkart
(c) Myntra (d) All the above
6. Which one of the following is the advantage of online learning?
(a) flexibility
(b) reduced costs
(c) more free time
(d) all the above

7. Which one of the following is not the example of social media?
(a) Whats app (b) Instagram
(c) Tik Tok (d) None
8. Who introduced the concept of value chain?
(a) Randa Kriss
(b) Michael Porter
(c) Peter Drucker
(d) None
9. Which one of the following payment mode is not an e-payment?
(a) cash on delivery
(b) e wallet payment
(c) debit card payment
(d) all the above
10. Which one of the following is the risk of e-payments?
(a) Fraud
(b) Cyber attack
(c) Operational failure
(d) All

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) What are the advantages of e-commerce?
Or
(b) What are the characteristic features of e-commerce?
12. (a) Write a note on Aggregator Business Model.
Or
(b) Explain about P2P.
13. (a) What do you mean by online transaction?
Or
(b) What are the advantages of internet banking transactions?
14. (a) What are the benefits of web portals?
Or
(b) Write a note on online coupons.

15. (a) What are the advantages of e-money?

Or

(b) Explain the working process Automated Clearing Houses.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) What is e-commerce? Describe its disadvantages.

Or

(b) Examine the growth of e-commerce in India.

17. (a) Critically analyse the brokerage business model.

Or

(b) Explain the E-commerce models.

18. (a) Describe the problems involved in online marketing.

Or

(b) Explain the merits of online shop.

Page 5 Code No. : 20936 E

19. (a) Describe the Amendments made in the Consumer Protection (E-commerce) Rules 2020.

Or

(b) Explain Porter's value chain model.

20. (a) Explain the method of National Electronic Fund Transfer (NEFT).

Or

(b) Describe various methods of e-payment.

Page 6 Code No. : 20936 E