

KAMARAJ COLLEGE (Autonomous)

Accredited with A+ Grade by NAAC

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

THOOTHUKUDI – 628 003

(6 Pages)

Reg. No:

Question Code No : 25003102

Course Code : 24UEBE22

UG Degree - End Semester Examinations, November 2025

Second Semester

B.COM BANKING AND E COMMERCE

E - Commerce

(For those who joined in July 2024 onwards)

Time : 3Hours

Maximum : 75 Marks

PART - A (10 × 1 = 10 Marks)

Answer ALL Questions

Choose the correct answer:

1. What is E – Commerce?
 - (a) Buying & selling goods in retail stores
 - (b) Manual banking transactions
 - (c) Buying and selling goods and services over the internet
 - (d) Physical shopping in malls

2. Which is a key component of an E-Commerce system?
- (a) Typewriters (b) Fax machines
(c) Shopping cart software (d) Ledger books
3. E-Retailing is also known as_____
- (a) Traditional shopping (b) E -Tailing
(c) M Commerce (d) Window shopping
4. Which B2B model focuses on streamlining the purchasing process for businesses by offering a wide range of products from various suppliers?
- (a) E Distributor (b) Information Portal
(c) Manufacturer (d) E – Procurement
5. Which is a major component of internet marketing technologies?
- (a) Direct mail (b) Tele marketing
(c) Search engine optimisation (d) Share trading
6. The ability to access and manage your cloud storage from any device with internet access is an example of_____
- (a) A web-enabled service
(b) A traditional software application
(c) A hardware-dependent service
(d) An offline data backup system
7. What is the primary purpose of a firewall in network

security?

- (a) Encrypt data (b) Compress data
(c) Prevent unauthorized access (d) None of these

8. Which of the following is a threat to computer systems?

- (a) PDF files (b) Fire walls
(c) K7 (d) Viruses

9. Which of the following is a key ethical issue in e-commerce?

- (a) Colour scheme of website (b) Page loading speed
(c) Privacy of user data (d) Size of shopping cart

10. What kind of information is commonly collected at E-Commerce websites?

- (a) E mail address (b) Physical mail sent
(c) Purchase history, location (d) Phone number and browsing behaviour

PART – B (5x5=25 Marks)

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

Answer should not exceed 250 words.

11. (a) What are the benefits of E – Commerce?

(OR)

(b) What are the key features of the Internet that make it

suitable for E-Commerce?

12. (a) Describe the Consumer-to-Consumer (C2C) E-Commerce model with a real-world example.

(OR)

- (b) Write a short note on B2C with suitable example.

13. (a) Define internet marketing and list its key components.

(OR)

- (b) What are the benefits of using web-enabled services for businesses?

14. (a) Explain any two commonly used EDI standards.

(OR)

- (b) Describe the need and features of an electronic payment system.

15. (a) Write a short note on ethical Dilemma.

(OR)

- (b) What types of information are typically collected by E-Commerce websites?

PART – C (5 x 8 = 40 Marks)

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

Answer should not exceed 500 words.

16. (a) Discuss in detail the various types of E-Commerce with

real-world examples.

(OR)

(b) Explain the process of conducting a complete E-Commerce transaction from product search to delivery.

17. (a) Explain the different Business to Business E-Commerce models and highlight how they improve supply chain efficiency.

(OR)

(b) Discuss the different models of E-retailing. How do they cater to different customer needs and business strategies?

18. (a) Discuss in detail the internet audience and the factors that influence their online behavior.

(OR)

(b) Briefly explain the role of search engine optimization in internet marketing.

19. (a) Discuss the role of electronic payment systems in the digital economy.

(OR)

(b) Describe the different forms of cybercrime and the measures that can be taken to prevent them.

20. (a) Briefly explain the major privacy and information rights issues faced by users on e-commerce websites? Suggest measures to address them.

(OR)

- (b) Explain in detail the various ethical principles that guide online business practices.

