

# **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 : 25E03101**

**Sub Code : 24UEBE22**

**UG Degree - End Semester Examinations, April 2025**

**Second Semester**

**B.COM BANKING AND E-COMMERCE**

**Elective - E - Commerce**

**(For those who joined in July 2024 onwards)**

**Time : 3 Hours**

**Maximum : 75 Marks**

**PART - A (10 × 1 = 10 Marks)**

**Answer ALL Questions**

**Choose the correct answer :**

1. What is typically the first step in the E-Commerce process?

(a) Searching for a product

(b) Product delivery

(c) Payment confirmation

(d) Cash on Delivery

2. WWW stands for \_\_\_\_\_

(a) World Wild Web

(b) Web Wide World



- (b) To increase website views
  - (c) To facilitate secure & efficient online transactions
  - (d) To reduce internet speed
9. The unauthorized collection and use of personal information from e-commerce websites can lead to violations of\_\_\_\_\_
- (a) Website design principles      (b) Marketing strategies
  - (c) Privacy & Information rights   (d) Internet Speed rules
10. Which of the following is a primary ethical concern in e-commerce?
- (a) Privacy & Security of User      (b) Speed of internet
  - (c) Design of Website                  (d) Number of online  
retailers

**PART – B (5x5=25 Marks)**

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

**Answer should not exceed 250 words.**

11. (a) Define E-Commerce and explain its importance.

**(OR)**

- (b) Explain the different functions of Electronic Commerce.

12. (a) Write a short note on B2B Model.

**(OR)**

- (b) Discuss the key features of E-retailing.

13. (a) Summarize the various categories of E-services available online.

**(OR)**

(b) Explain how consumer behavior is influenced by online marketing.

14. (a) Describe the major benefits of implementing Electronic Data Interchange (EDI).

**(OR)**

(b) Write a short note on Proxy Server.

15. (a) Evaluate the main ethical issues faced in e-commerce.

**(OR)**

(b) Elaborate the importance of analyzing ethical dilemmas in the decision-making process.

**PART – C (5 x 8 = 40 Marks)**

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

**Answer should not exceed 500 words.**

16. (a) Discuss the main components of an E-Commerce infrastructure. Explain each with its significance.

**(OR)**

(b) Evaluate the advantages and challenges of implementing

E-Commerce for traditional businesses.

17. (a) Discuss in detail the major Business to Consumer E-Commerce models. Give suitable examples for each.

**(OR)**

- (b) Critically analyze the benefits and limitations of e-retailing from the perspective of both consumers and businesses.

18. (a) Explain the concept of web-enabled services in detail. Discuss the advantages and potential challenges for businesses.

**(OR)**

- (b) Discuss the major factors that influence online consumer behaviour. How can E-Commerce businesses leverage this understanding to improve their marketing efforts and conversion rates?

19. (a) Analyze the different types of network security mechanisms used to protect E-Commerce systems.

**(OR)**

- (b) Explain the role of encryption and firewall policy in protecting sensitive E-Commerce data.

20. (a) Analyze the concept of privacy in e-commerce. What kind of data is collected, and how should businesses handle it ethically?

**(OR)**

(b) Briefly explain the model for organizing ethical, social, and political issues in E-Commerce.