

(6 pages)

Reg. No. :

Code No. : 22216 E Sub. Code : EEBE 22

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

Second Semester

Banking and E-Commerce

Elective – 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. Which of the following describes e-commerce?
 - (a) Doing business electronically
 - (b) Doing business
 - (c) Sale of goods
 - (d) All of the above

2. E-commerce means buying and selling of products or services over electronic systems such as internet and other _____.
 - (a) Computer networks
 - (b) Service Providers
 - (c) Nodes
 - (d) Computer Service
3. Which e-government arena is being used when governmental agencies send out and accept bids for work?
 - (a) G2G
 - (b) G2B
 - (c) G2C
 - (d) G2G
4. Which is used to find life partners through internet?
 - (a) E-Brokers
 - (b) E-Tailing
 - (c) Match making
 - (d) Job market
5. Examples of payment transaction processors
 - (a) Digi cash
 - (b) Master Card
 - (c) Visa
 - (d) All the above

6. What is the name for direct computer-to-computer transfer of transaction information contained in standard business documents?
- (a) Internet commerce
 (b) e-commerce
 (c) transaction information transfer
 (d) electronic data interchange
7. EDT is called as a
- (a) Rating partner
 (b) Managing partner
 (c) Trading partner
 (d) Administrative partner
8. Which of the following is not related to security mechanism?
- (a) encryption (b) decryption
 (c) e-cash (d) all the above
9. Advertising on the internet is called
- (a) E-Marketing (b) E-business
 (c) E-advertising (d) E-Product
10. Who protects system from external threats?
- (a) Firewall (b) EDI
 (c) ERP (d) Script kiddies

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PART B — (5 × 5 = 25 marks)

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

11. (a) Explain the Limitations of E-Commerce.
 Or
 (b) Discuss the opportunities and challenges of E-Commerce in India.
12. (a) What are the Benefits of E-Retailing?
 Or
 (b) Discuss about the Limitations of B2B business Model.
13. (a) What are the Types of E-Services?
 Or
 (b) Explain the Marketing Concepts through internet.
14. (a) What do you Mean by Firewall security? Explain its uses.
 Or
 (b) What are the pre-requisites for EDI?
15. (a) What Kind the Issues Faced by the Merchants in E-Commerce?
 Or
 (b) Explain the E-Advertising techniques.

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[P.T.O.]

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
Each answer should not exceed 600 words.

16. (a) Distinguish between Traditional Commerce and E-Commerce.

Or

- (b) Sketch out the Historical development of E-Commerce.

17. (a) Write a Brief note on B2G model.

Or

- (b) Describe the Advantages of E-Retailing.

18. (a) Explain web-based marketing.

Or

- (b) What are the factors affecting the Consumer behaviour in E-Commerce?

19. (a) Explain Security, Legal, And Privacy Issues In EDI.

Or

- (b) Give a Brief explanation about the electronic payment system.

20. (a) What are Cyber Security Issues of E-Commerce Business in India?

Or

- (b) Enumerate the Important P's of E-Marketing.
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