

(7 pages)

Reg. No. :

Code No. : 32190 E Sub. Code : EEBE 22

B.Com. (CBCS) DEGREE EXAMINATION,
APRIL 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. What is the primary goal of E-commerce?
- (a) To improve internal communication within a company
 - (b) To automate business processes
 - (c) To facilitate the buying and selling of goods and services online
 - (d) To provide entertainment through online videos

6. Which of the following is a common digital marketing strategy used in E-commerce?
- (a) Search Engine Optimization (SEO)
 - (b) Traditional print advertising
 - (c) Cold-calling potential customers
 - (d) Distributing flyers in local neighborhoods
7. EDI Standards are
- (a) not universally available
 - (b) essential for B2B commerce
 - (c) not required for B2B commerce
 - (d) still being evolved
8. What does the term "data security" refer to in E-commerce?
- (a) The use of cookies to track customer behavior
 - (b) The protection of customer data from unauthorized access and breaches
 - (c) The analysis of customer browsing history for personalized recommendations
 - (d) The process of categorizing customer data for marketing purposes

2. Which of the following is a key component of E-commerce?
- (a) Social media profiles
 - (b) Online stores
 - (c) Digital art galleries
 - (d) Virtual reality gaming
3. Which of the following is part of the four main types for e-commerce?
- (a) B2B
 - (b) B2C
 - (c) C2B
 - (d) All of the above
4. Most individuals are familiar with which form of e-commerce?
- (a) B2B
 - (b) B2C
 - (c) C2B
 - (d) C2C
5. What is the purpose of customer support in E-commerce?
- (a) To showcase customer reviews and testimonials
 - (b) To offer live chat with virtual assistants
 - (c) To assist customers with inquiries and concerns related to their purchases
 - (d) To provide free product samples to customers

9. What is the Subset of E-Commerce?
- (a) Electronic Fund Transfer
 - (b) Electronic data interchange
 - (c) Document management system
 - (d) MIME
10. What is a SSL certificate?
- (a) A digital certificate that authenticates the identity of a website and encrypts data transmitted between the website and its visitors
 - (b) A type of payment processor
 - (c) A type of advertising campaign
 - (d) A type of customer service technique

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Explain the Benefits of E-Commerce.
- Or
- (b) What are the Components of E-Commerce?

12. (a) What are the Features of E-Retailing?

Or

(b) Explain the B2B business Model in E-Commerce.

13. (a) Describe the concepts of information selling on the website.

Or

(b) Illustrate the importance of internet marketing technologies.

14. (a) Discuss about the current scenario of Digital Economy.

Or

(b) Why the Need of EDI Implementation? Explain.

15. (a) Enumerate the issues faced by the customers in E-Commerce.

Or

(b) Analyse the important features of Ethical Dilemmas.

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PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) What is E-Commerce? Explain the types of E-Commerce.

Or

(b) What are the Roles of Automation and Artificial Intelligence in E-Commerce Industry?

17. (a) Explain the various Business Models of E-Commerce. Briefly.

Or

(b) What is E-retailing? Explain the Pros and Cons of E-Retailing.

18. (a) Describe the Modern Era - Internet Marketing.

Or

(b) Who are the Internet Audience and Explain their behaviours?

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19. (a) Elaborate of EDI Security and some examples of EDI Security.

Or

(b) Write a brief explanation about the Cybercrime network Security.

20. (a) What are the reasons of Social and Political issues in E-Commerce?

Or

(b) Explain the Rights and Duties of Internet Privacy in E-Commerce.

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