

QP CODE: 24034294



Reg No : .....

Name : .....

**B.COM DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS, OCTOBER  
2024**

**Fifth Semester**

**Complementary Course - CO5CMT07 - E- COMMERCE**

Common for B.Com Model II Finance & Taxation, B.Com Model II Logistics Management, B.Com Model II Marketing , B.Com Model II Travel & Tourism, B.Com Model III Taxation, B.Com Model III Travel & Tourism and B.Com Model III Office Management & Secretarial Practice

2017 Admission Onwards

B61B0AE2

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Mention three functions of E - Commerce.
2. What is meant by Info - Mediar Model ?
3. What is unique value auction?
4. What is e-publishing ?
5. What do you mean by display advertising in e-advertsing ?
6. What do you mean by eTaal ?
7. What is a Credit Card ?
8. What is meant by BHIM App ?
9. What is Worm ?
10. What is Asymmetric Cryptosystems ?
11. What are the convenient ways of payment through a website using e-commerce ?
12. Define customer loyalty.

(10×2=20)

**Part B**

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. Explain the transaction cycle of an E - Commerce transaction.
14. Compare B2E with B2G E - Commerce.
15. What are the advantages of e-banking ?
16. What is Online share trading ? What are the benefits of online share trading ?
17. Write a short note a Cyber Cash Payments.
18. What is Digital Certificate ? What are its components ?
19. What are the salient features of Consumer Protection Act with regard to E Commerce transactions?
20. Explain the ways to promote of an e-commerce website.
21. Explain Customer relationship management.

(6×5=30)

### **Part C**

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain the merits and demerits of electronic commerce.
23. Explain e-marketing.
24. What is E Commerce Security ? What are the different ways of ensuring E Commerce security ?
25. Explain Website development and the ways to create websites.

(2×15=30)

