



DEPARTMENT OF COMMERCE
QUESTION BANK
B COM PROGRAMME
E-COMMERCE

Section A

MODULE I: OVERVIEW OF ELECTRONIC COMMERCE

CO I: Outline the mechanism of electronic commerce.(Understand)

1. Explain e-banking
2. Outline is e-learning
3. Interpret is e-publishing
4. Compare pull marketing and push marketing.
5. Explain e-branding
6. Explain Shopping Cart Software
7. Brief about online share trading
8. Outline M-commerce
9. Define e-wallet
10. Explain E-cash

Section B

11. Outline the functions of E-commerce
12. Explain M-commerce and its applications.

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13. Illustrate the types of e-marketing
14. Explain e-advertising and its types.
15. Explain the application of Ecommerce in any three areas
16. What are the advantages of E-Governance
17. Brief the role of E supply chain management
18. Illustrate the process of online shopping

Section C

19. Classify the types of E-commerce ?
20. Compare the advantages and challenges of E-commerce ?
21. Elucidate the importance of E Commerce
22. Differentiate Traditional commerce with E Commerce. Explain advantages of E commerce to the consumer.

Section A

MODULE II: APPLICATION ELECTRONIC COMMERCE

CO2- Classify business transactions through electronic media (Understand)

1. Explain cloud computing.
2. Outline Google analytics
3. Extend B2B ecommerce
4. Extend C2C ecommerce
5. Summarize C2B ecommerce
6. Extend C2B ecommerce
7. Define B2C ecommerce
8. Explain community model
9. Describe info-mediary model

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10. Explain the pricing mechanisms in brokerage model

Section B

11. Explain EDI.
12. Illustrate ERP and its components.
13. Outline Big data analysis
14. Compare various ecommerce models.
15. Interpret the benefits of ERP
16. Explain Google analytics
17. Outline the benefits of ERP
18. Illustrate advertising model

Section C

19. Summarize different web based business models ?
20. Illustrate Cloud computing and its benefits
21. Elucidate the types of E Commerce
22. Explain Infomediary model, community model and its types

Section A

MODULE III: APPLICATION ELECTRONIC COMMERCE

CO3- Make use of e-payment systems. (Apply)

1. Explain COD.
2. Demonstrate payment gateway
3. What is e-purse

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4. What is debit card
5. Explain Smart card
6. Extend EPS.
7. What are Worms ?
8. Define Encryption?
9. Explain digital certificate.
10. Outline Digital signature

Section B

11. Compare merits and demerits of online credit card based payment systems
12. Identify the difference between Credit cards and smart cards.
13. Classify the types of smart cards.
14. Illustrate the various offline payment options.
15. Explain briefly the operations of credit and debit cards.
16. Discuss the requirement of an Electronic payment system.
17. Explain briefly the risks in e-payments.
18. Brief the Digital India Initiatives

Section C

19. Identify the mechanism of online debit card payment system
20. Outline the various mobile based payment system
21. Identify the mechanism of online credit card payment system
22. Explain payment gateway and the risks and standards in e payment gateways

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Section A

MODULE IV: ELECTRONIC COMMERCE SECURITY

CO 4- Explain e-commerce security systems and cyber laws(Understand)

1. Explain VIRUS ?
2. Explain Encryption?
3. Define digital certificate.
4. Illustrate Digital signature
5. Explain cyber vandalism
6. What is spoofing.
7. What is cryptography.
8. What is RSA.
9. What are passwords.
10. What is SSL.

Section B

11. Illustrate the difference between digital certificates and digital signatures.
12. Explain the process of encryption.
13. Outline the major communication threats.
14. Explain encryption ? How is it different from hacking ?
15. Explain the security standards in EPS.
16. Differentiate Public Key Encryption and private key encryption
17. Explain functions of firewall.
18. Describe the major communication threats.

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Section C

19. Summarize the measures for ensuring client security.
20. Explain ecommerce security ? Classify the different ways of ensuring ecommerce security ?
21. Discuss the requirements and security standards of EPS.
22. Outline security measures available for online transactions

Section A

MODULE V: SETTING UP OF ELECTRONIC COMMERCE BUSINESS

CO 5- Illustrate setting up an e-commerce website. (Understand)

1. Explain emotional branding
2. What is e-loyalty.
3. Outline trust buliding.
4. What are websites.
5. Interpret website management

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6. Give examples of nettish products.
7. What is CRM
8. What do you mean by Click through.
9. What is emotional branding
- 10.

Section B

MODULE V: SETTING UP OF ELECTRONIC COMMERCE BUSINESS

CO 5- Illustrate setting up an e-commerce website. (Understand)

11. Classify branding strategies in ecommerce
12. Explain about settlement of transaction in e-business
13. Illustrate the techniques for promoting ecommerce websites.
14. Summarize the components of a successful ecommerce website
15. Discuss branding strategies in ecommerce
16. Explain about settlement of transaction in e-business
17. Describe the features of an ideal private policy.
18. Explain E-CRM.

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Section C

MODULE V: SETTING UP OF ELECTRONIC COMMERCE BUSINESS

CO 5- Illustrate setting up an e-commerce website. (Understand)

19. Illustrate the process of loyalty and trust building in E-commerce.
20. Explain Web development and the measures for promotion of websites
21. Discuss branding and marketing activities in ecommerce business
22. Briefly explain the settlement mechanism in e-commerce business

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