B.COM DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS, NOVEMBER 2022

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

F0B09CB4

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. What is E - Care?

2. What is B2E e - commerce?

3. What is meant by specialised agents?

4. Define ERP.

5. What do you mean by Big Data Analysis?

6. What do you mean by Aadhaar Enabled payment system ?

7. What is Hybrid Smart Card ?

8. What is credit risk ?

9. What is stealth virus ?

10. Define cyber crime.

11. What are the components of an ideal website ?

12. List out the functions of supply chain management.

(10×2=20)

Part B

*Answer any **six** questions.*

Each question carries 5 marks.

13. State the difference between traditional commerce and E - commerce.

14. Differentiate brokerage model from aggregator model in the context of E - Commerce.

15. Explain the types of e-marketing .

16. Explain Google analytics and its advantages.

17. Explain Credit Card Payments.

18. Briefly explain the different security measures and threats .

19. Briefly explain E Commerce and Consumer Protection in India.

20. Explain the components of a well-functioning good 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 the applications of E-commerce.

24. What is cryptosystems ? What are different types of cryptosystems ? Explain with examples.

25. Explain Website development and the ways to create websites.

(2×15=30)