



**SAINTGITS COLLEGE OF APPLIED SCIENCES  
KOTTAYAM, KERALA**

**SAINTGITS**  
LEARN.GROW.EXCEL

**First Internal Examination, September 2023**

Department of Commerce, Semester 5

**(E-COMMERCE)**

**Total: 40 marks**

**Time: 1.5 hours**

**Section A**

*Answer any 5 questions. Each question carries 2 marks.*

1. What is E-Marketing?
2. List the advantages of e-learning.
3. What is B2C e-commerce?
4. Explain any two features of e-commerce.
5. What are the services offered by online career services in e-commerce?
6. What is Mega Mall Model?

**(5 x 2 = 10 Marks)**

**Section B**

*Answer any 3 questions. Each question carries 5 marks.*

7. Compare B2E with B2G E - Commerce.
8. Explain e-advertising. Mention the types of e-advertising
9. Write a note on Electronic Banking
10. Briefly explain the functions of e-commerce.

**(3 x 5 = 15 Marks)**

**Section C**

*Answer any 1 question. The question carries 15 marks*

11. Explain the merits and demerits of electronic commerce.
12. Explain the applications of e-commerce.

**(1 X 15 = 15 Marks)**



[Scan QR code for Answer Key]