

Second Internal Examination, October 2023

Department of Commerce, Semester 5

**E-COMMERCE
(CO5CMT07)**

Total: 80 marks

Time: 3 hours

Section A

Answer any 10 questions. Each question carries 2 marks.

1. What is C2B e - commerce?
2. What do you mean by chat rooms and discussion blogs?
3. Define eNAM.
4. What is EDI?
5. Write a note on EPS.
6. Define E-Banking.
7. What are payment gateways
8. What is meant by security policy?
9. What are Necessity Threats?
10. What is Cryptography?
11. Define CMS.
12. Define customer loyalty.

(10 x 2 =20 Marks)

Section B

Answer any 6 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 e-advertising. Mention the types of e-advertising
16. Explain e-branding. Mention the strategies and advantages of online branding.
17. Explain the essential requirements of an EPS
18. Distinguish between Debit Card and Credit Card
19. Briefly explain the advantages of digital signature in an e- Commerce platform.

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20. What is Encryption? How is it different from Hacking?
 21. Explain the factors affecting growth of E-Commerce sites.

(6 x 5 = 30 Marks)

Section C

Answer any 2 questions. Each question carries 15 marks

22. Explain the merits and demerits of electronic commerce
23. Explain e-marketing.
24. Briefly explain the different types of electronic payment systems.
25. Explain Website development and the ways to create websites.

(2 X 15 = 30 Marks)

[Scan QR code for Answer Key]