



QP CODE: 24007756



24007756

Reg No :

Name :

**B.COM DEGREE (CBCS) SPECIAL REAPPEARANCE EXAMINATIONS, MARCH
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

2021 Admission Only

CA8B504A

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

Each question carries 2 marks.

1. What are Brick - and - mortar Companies?
2. What does C2C e - commerce mean?
3. Who are shopping aggregators?
4. What is content marketing ?
5. Define EDI.
6. What do you mean by BHIM ?
7. What are the essential requirements of an EPS ?
8. What is Microprocessor based smart card ?
9. What is E Commerce Security ?
10. What is web jacking ?
11. List out the ways of promotions of an E-commerce website.
12. What do you mean by Supply Chain ?

(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 entertainment ? What are the advantages of online entertainment.?
17. What are the main advantages and limitations of e - cash ?
18. Briefly explain the operation of digital signature in an E Commerce platform.
19. What are the Cyber related provisions under IPC? Explain.
20. Explain the ways to create websites.
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. What is mobile commerce ? Explain the applications of M-Commerce .
24. Explain the E Threats at client, communication and Server Level.
25. Explain the components of a good e-commerce website.

(2×15=30)

