B.COM DEGREE (CBCS) SPECIAL SUPPLEMENTARY EXAMINATIONS, APRIL 2023

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

2020 Admission Only

47F32546

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. What are Click - only Companies?

2. What is B2B ?

3. What is E - Business?

4. Define EDI.

5. What do you mean by data mining technique in Big Data Analysis ?

6. Define e-governance.

7. Expand the term RTGS. What's it ?

8. What is Proximity Card?

9. What is meant by security policy ?

10. What is Private Key Cryptosystems ?

11. List out the benefits of e-CRM.

12. Define e-SCM.

(10×2=20)

Turn Over

Part B

Answer any six questions.

Each question carries 5 marks.

13. Explain the advantages of E - Commerce to the buyers.

14. Discuss briefly Advertising and Subscription model of E - Commerce.

15. Explain ERP. Mention the components of ERP.

16. Explain Google analytics and its advantages.

17. What are the limitations of EPS ?

18. What are the different threats to client security ?

19. Briefly explain the operation of digital signature in an E Commerce platform.

20. Explain the components of a well-functioning good e-commerce website.

21. Explain the ways to promote of an e-commerce website.

(6×5=30)

Part C

Answer any two questions.

Each question carries 15 marks.

22. Explain the different types of E -Commerce models.

23. Explain the applications of E-commerce ?

24. Give a brief account of offences and penalities under IT Act 2000.

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

(2×15=30)