22100128

Reg No   :   ....

Name   :   ....

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

9F505BAF

Time: 3 Hours   Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1.   Give two examples of E - Commerce.

2.   What is E - Sales?

3.   What is meant by aggregator model?

4.   List out the tools needed for e-publishing.

5.   What do you mean by pull marketing in e-marketing ?

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

7.   Point out any two limitations of Internet Banking services.

8.   What is PCI - DSS Compliance?

9.   Expand AES. What's it ?

10.   What are different categories of cyber crimes?

11.   What are the convenient ways of payment through a website using e-commerce?

12.   Define CRM.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Give a note on B2G E - Commerce.

14. Compare C2B with C2C E - Commerce.

15. Explain e-branding. Mention the strategies and advantages of online branding.

16. Explain Cloud computing and its advantages.

17. Write a note on BHIM UPI App.

18. What is Digital Certificate? What are its components?

19. E Commerce and Consumer Protection . Explain.

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

21. Explain Supply chain 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 e-marketing.

24. What is E Commerce Security ? What are the different ways of ensuring E Commerce security?

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

(2×15=30)