QP CODE: 21101677

Reg No   : ....

Name   : ....

B.COM DEGREE (CBCS) SPECIAL SUPPLIMENTARY EXAMINATION, JULY 2021

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

2018 Admission Only

8CAEFF8B

Time: 3 Hours

Max. Marks : 80

Part A

Answer any ten questions.

Each question carries 2 marks.

1. What is E Tailing ?

2. What is E - Marketing?

3. What do you mean by discussion blogs?

4. What are the classifications of e-publishing ?

5. Explain the concept of online entertainment.

6. What do you mean by cloud computing ?

7. List out any two advantages of using a Credit Card.

8. What is meant by NEFT ?

9. What is a Zombie ?

10. What is web jacking ?

11. What do you mean by domain name in Website development ?

12. What do you mean by supply chain management

(10×2=20)

Part B

Answer any six questions.

Each question carries 5 marks.

13. What are the functions of Electronic Commerce?

14. Explain the transaction cycle of an E - Commerce transaction.

15. What are the advantages of e-banking ?

16. What are the advantages of e-marketing ?

17. Explain the concept and operations of DigiCash.

18. What are threats? How are they classified ?

19. Explain any five offences and their penalties Under IT Act .

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

21. Explain Customer relationship management.

(6×5=30)

Part C

Answer any two questions.

Each question carries 15 marks.

22. Explain the different types of E - Commerce.

23. Discuss the various initiatives of Digital India Programmme.

24. What is Firewall ? Explain the types and functions of firewall.

25. Explain the components of a good e-commerc e website.

(2×15=30)