



22101877

QP CODE: 22101877

Reg No :

Name :

**B.COM DEGREE (CBCS) SPECIAL SUPPLEMENTARY EXAMINATIONS,
MAY 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

2019 Admission Only

69DF2C20

Time: 3 Hours

Max. Marks : 80

Part A

Answer any ten questions.

Each question carries 2 marks.

1. Distinguish between Traditional Commerce and E Commerce.
2. What do you mean by chat rooms?
3. What is advertising model?
4. What is Online share trading ?
5. List out the components of ERP.
6. What do you mean by eTaal ?
7. What is EFT ?
8. What is COD ?
9. What is spoofing ?
10. What is Asymmetric Cryptosystems ?
11. Define viral marketing.
12. List out the benefits of e-CRM.



(10×2=20)

Part B

Answer any *six* questions.

Each question carries **5** marks.

13. Discuss the challenges of E - Commerce.
14. Discuss briefly Advertising and Subscription model of E - Commerce.
15. What are the advantages of e-banking ?
16. Explain the purpose of online career services.
17. What is Mobile Based Payments ? Explain.
18. What are the Cyber related provisions under IPC . Explain.
19. What are the salient features of Consumer Protection Act with regard to E Commerce transactions?
20. Explain the ways to create websites.
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.
23. What is mobile commerce ? Explain the applications of M-Commerce .
24. What are the main security measures available to protect customer's data ?
25. Explain the components of a good e-commerce website.

(2×15=30)

