



QP CODE: 19102527



19102527

Reg No :

Name :

BCOM DEGREE (CBCS) EXAMINATION, OCTOBER 2019

Fifth Semester

Complementary Course - CO5CMT07 - E- COMMERCE

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,B.Com Model III Office Management & Secretarial Practice

2017 Admission Onwards

6CDF1CA3

Maximum Marks: 80

Time: 3 Hours

Part A

*Answer any **ten** questions.*

Each question carries 2 marks.

1. What is meant by Electronic Selling?
2. Mention three functions of E - Commerce.
3. What is E - Business?
4. What are the types of EDI?
5. Define ERP.
6. Define e-governance.
7. What are Payment Gateways ?
8. What is Privacy risk ?
9. What are logical threats ?
10. What is considered as act of Cyber Terrorism ?
11. List out the design layout components of a good e-commerce website.
12. Define e-CRM.

(10×2=20)

Part B

*Answer any **six** questions.*

Each question carries 5 marks.

13. What are the salient features of E - Commerce?





14. Give a note on C2C E - Commerce.
15. What are the advantages of e-publishing ?
16. What is e-marketing ? What are the e-marketing techniques ?
17. Explain the different types of smart cards.
18. What are the major threats faced by customers ?
19. What are the major protocols that have bearing on E Commerce transactions ?
20. Explain Search engine optimisation in E-commerce.
21. Explain Supply chain management.

(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 e-marketing.
24. Discuss the consumer protection measures in India for e commerce.
25. Explain Website development and the ways to create websites.

(2×15=30)

