

(Pages : 3)

K – 2480

Reg. No. : .....

Name : .....

Third Semester B.Com. Degree Examination, March 2021

First Degree Programme under CBCSS

Complementary Course III

E-BUSINESS

(Common for CO 1331/CC 1331/HM 1331/CX 1331)

(2018 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions, in one word to two sentences. Each question carries 1 mark.

1. What is a digital certificate?
2. Write a note on G2G.
3. Write any four applications of ecommerce.
4. Define E-Auction.
5. Define E-society.
6. Write a note on Digital or electronic Cash.
7. What is a search engine
8. Write a note on Online banking

P.T.O.

9. What do you mean by e-governance?
10. What are ad-clicks?

**(10 × 1 = 10 Marks)**

SECTION – B

Answer any **eight** questions, not exceeding one paragraph. Each question carries **2** marks.

11. Explain about C2C model.
12. What is difference between Traditional and Online Marketing?
13. Write a note on Social Media Marketing.
14. Differentiate between internet and intranet.
15. Write the features of a good e-commerce website
16. What are the risks and disadvantages of E- commerce?
17. Write a note on Payment gateways.
18. Elaborate the benefits of E- governance.
19. Write any two advantages of E-learning.
20. Describe the importance of CRM in an organization.
21. Explain the use of internet to attract potential employees.
22. Compare and contrast e-shopping and online delivery of products.

**(8 × 2 = 16 Marks)**

### SECTION – C

Answer any **six** questions, not exceeding **120** words. Each question carries **4** marks.

23. What is E-marketplace and explain different functions of E-marketplaces?
24. What are the different e-commerce business models?
25. Write about various features for a successful e commerce site.
26. Discuss the two e-marketing strategies in detail.
27. Discuss in brief virtual auction. Explain the differences between virtual auction and reverse auction.
28. What are the different types of issues to be considered in E-commerce?
29. What is the use of an ERP and how it can improve the efficiency of the organization?
30. What is an EDI explain the advantages of EDI?
31. Write about the security issues of electronic cash transfer over Internet.

**(6 × 4 = 24 Marks)**

### SECTION – D

Answer any **two** questions, not exceeding **4** pages. Each question carries **15** marks.

32. Explain the framework and components of e-commerce architecture.
33. Briefly explain various electronic payment systems and security requirements for e-cash payments.
34. Write about internet advertisement categories in e-commerce scenario and how revenue is generated through advertisement.
35. Explain the role of E-commerce in SCM and Tourism.

**(2 × 15 = 30 Marks)**