

(6 pages)

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B.Com. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022

First Semester

Banking and E-Commerce – Allied

FUNDAMENTALS OF E-COMMERCE

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL the questions.

Choose the correct answer :

1. B2B, B2C, C2B are the examples of _____ business models.
(a) Recent (b) New
(c) E-Commerce (d) Modern
2. _____ Commerce is more than just an e-commerce platform
(a) Edge (b) Online
(c) Electronic (d) B2B

3. _____ invented electronic shopping.

- (a) Michael Aldrich (b) Michael John
(c) John Aldrich (d) Aldrich John

4. Privacy and security are the _____ of E-Commerce.

- (a) Advantages (b) Disadvantages
(c) Irrelevant (d) Relevant

5. _____ refers to all the public websites or pages that users can access on their local computers and other devices through the internet.

- (a) Amazon (b) Online Portal
(c) WWW (d) Google

6. B2B, B2C, C2C are the different types of _____ used for e-commerce.

- (a) Examples (b) Steps
(c) Procedures (d) Network

7. Smart Card, E-Wallet, Net banking and Mobile Payment are the examples of _____ system.

- (a) E-Payment (b) Online
(c) E-enterprise (d) Conventional

8. Smart card, net banking and e-wallet are the examples of e-commerce _____

- (a) Payments (b) Transaction
(c) Mode (d) System

9. Fiverr, Upwork, Olx and Quikr are the examples of _____

- (a) Shopping websites
(b) Portal
(c) Websites
(d) E-business

10. An E-Commerce _____ unit is the organizational structure with which a company operates its online business.

- (a) Business (b) Organizational
(c) Forum (d) Enterprise

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Write a short note on E-Commerce.

Or

(b) Explain the importance of E-Commerce.

12. (a) Explain the disadvantages of E-Commerce.

Or

(b) Discuss the Evolution of E-Commerce.

13. (a) Write a short note on Network layers and TCP/IP protocol.

Or

(b) Discuss the advantages of World Wide Web.

14. (a) Discuss the advantages of Smart card.

Or

(b) Bring out the benefits of Electronic payment systems.

15. (a) Elaborate the importance of an organization of Business in an E-enterprise view.

Or

(b) Write a short note on E-business enterprise.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Discuss the E-Commerce framework in detail.

Or

- (b) Write a short note on E-Commerce.

17. (a) Elaborate the roadmap of e-commerce in India.

Or

- (b) What are the advantages of E-Commerce?

18. (a) Explain the internet Hierarchy in detail.

Or

- (b) Write a short note on Network Infrastructure.

19. (a) Describe the benefits of credit card based E-payment systems.

Or

- (b) Explain the importance of Electronic cash.

20. (a) Mention the different ways of managing the E-enterprise.

Or

- (b) Differentiate between Conventional Design and E-Organization.