

**FOR THE CANDIDATES ADMITTED
DURING THE ACADEMIC YEAR 2019 ONLY)**

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19UCS6E7

REG.NO

NGM COLLEGE (AUTONOMOUS) POLLACHI

END-OF-SEMESTER EXAMINATIONS: JULY- 2022

B. Sc – COMPUTER SCIENCE (SF)

MAXIMUM MARKS: 75

VI SEMESTER

TIME: 3 HOURS

PART-III

CORE ELECTIVE-III: E-COMMERCE

SECTION – A

(10 X1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS

MULTIPLE CHOICE QUESTIONS

(K1)

1. The principle function of an electronic market is to facilitate the _____ for received product or service.
a) Search b) Change c) Amount d) Knowledge
2. The approach to design for an internet e-commerce system will be based on a _____ life cycle.
a) Software b) Prototyping c) Changing d) Disappearing
3. EDI is often summed up as _____
a) Profit less trading b) Tax less trading c) Paper less trading d) Prototyping
4. TCP-IP stands for _____
a) Transport control protocol/Internet protocol
b) Transfer control protocol/Internet protocol
c) Transmission control protocol/Information protocol
d) Transmission control protocol/Internet protocol
5. HTML stands for _____
a) Hyper Text Markup Language b) Hyper Text Markup Level
c) Hyper transmission Markup Language d) Hybrid Text Markup Language

ANSWER THE FOLLOWING IN ONE OR TWO SENTENCES

(K2)

6. Expand the term EDI?.
7. How will you evaluate e-commerce?
8. What do you mean by electronic market?
9. Write HTML Code for displaying the below text :

ELECTRONIC COMMERCE

10. How can you set up a consumer Internet e-commerce facility?

(CONTD.....2)

SECTION – B**(5 X 5 = 25 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)**

11. a) Explain the three categories of e-commerce.
(OR)
b) Explain Porter's value chain Model.
12. a) Explain strategy formulation and Implementation planning with respect to e-commerce.
(OR)
b) How will you implement e-commerce? Explain.
13. a) Explain the advantages and disadvantages of Electronic markets.
(OR)
b) How is electronic market related with trade cycle? Explain.
14. a) Explain the technology behind TCP/IP.
(OR)
b) Explain the various uses of Internet.
15. a) Specify some of the note worthy web sites related with grocery supplies.
(OR)
b) How are electronic news papers useful to the society?

SECTION - C**(4 X 10 = 40 MARKS)****ANSWER ANY FOUR OUT OF SIX QUESTIONS.****(16TH QUESTION IS COMPULSORY AND ANSWER ANY THREE QUESTIONS FROM Q.NO: 17 TO 21)****(K4) OR (K5)**

16. Explain the various components of business value of e-commerce.
17. Explain the value system for Automobile Assembly and Supermarkets.
18. Explain the strategic implementations of Information Technology.
19. Explain the benefits of EDI.
20. Explain the evolution of Internet.
21. Explain the various benefits of Internet Book shops.