

(FOR THE CANDIDATES ADMITTED

SUB CODE

19UEC6E5

DURING THE ACADEMIC YEAR 2019- 2022 ONLY)

REG.NO. :

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI
END-OF-SEMESTER EXAMINATIONS : JULY – 2022

B.Com. - E-Commerce

MAXIMUM MARKS: 75

SEMESTER: VI

TIME : 3 HOURS

PART - III

E-COMMERCE STRATEGY AND APPLICATIONS

SECTION - A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

MULTIPLE CHOICE QUESTIONS.

(K1)

(Qn. No. 1 - 5)

1. E. Commerce is _____
 - a) the buying and selling of goods and services,
 - b) a study on economy and commerce
 - c) Extensive trading and commerce
 - d) extended business plan in commerce
2. in the e-commerce may be a holder of a payment card such as credit or debit card from an issuer.
 - a) Customer
 - b) Issuer
 - c) Merchant
 - d) Acquirer.
3. What is M.Commerce?
 - a) Its an app
 - b) Master of Commerce
 - c) it's a game
 - d) buying and selling of goods through handheld devices like smart phones and tablets.
4. The Information Technology Act
 - a) 2000
 - b) 2020
 - c) 2021
 - d) 2001
5. is an online auctioning site that facilities the trade of privately owned items between Individuals.
 - a) E-Bay
 - b) Amazon.com
 - c) Rentalic.com
 - D) all of these

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

(Qn. No. 6 - 10)

6. Briefly explain web security
7. State the application of EDI
8. What is digital signature?
9. Point out an advantage of E-payment systems
10. Distinguish HTML and XML.

(CONTD 2)

SECTION – B**(5 X 5 = 25 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.****(Qn. No. 11 to 15) 10 questions (a & b) – 2 questions from each unit.****(K3)**

11. a) Elucidate the impact of internet in business.

(OR)

- b) Differentiate between Web Service and Web Site.

12. a) Explain about the types of credit cards

(OR)

- b) Discuss the various characteristics of Electronic payment systems

13. a) State the different components of e-learning.

(OR)

- b) Mention the features of Mobile computing Applications

14. a) Briefly explain about the Information Technology Act 2000

(OR)

- b) State the limitations of e-banking transactions.

15. a) What is e-ticketing? Explain any two booking procedures

(OR)

- b) Define e-trading. Mention advantages and disadvantages of e-trading

SECTION - C**(4 X 10 = 40 MARKS)****ANSWER ANY FOUR OUT OF SIX QUESTIONS****(16th QUESTION IS COMPULSORY AND ANSWER ANY THREE QUESTIONS****(FROM Qn. No : 17 to 21)****(K4 (Or) K5)**

16. Explain e-payment systems. Discuss different types of e-payment systems
17. What are the barriers to E-learning? Explain
18. Discuss the state of e-commerce in India. What are the problems and opportunities in e-commerce in India?
19. Define banking. Compare traditional banking Vs e-banking
20. Write short notes on the following: 1) Digital signature, 2) Digital Certificates
21. Compare and contrast Traditional commerce and E-Commerce.
