

(FOR THE CANDIDATES ADMITTED  
DURING THE ACADEMIC YEAR 2020-21 ONLY)

( NO. OF PAGES: 2)  
SUB.CODE 20UEC6E5  
REG.NO. :

**N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI**

**END-OF-SEMESTER EXAMINATIONS : MAY – 2023**

**B.Com. E-Commerce**

**MAXIMUM MARKS: 70**

**SEMESTER : VI**

**TIME : 3 HOURS**

**PART – III**

**E-COMMERCE STRATEGY & APPLICATIONS**

**SECTION - A (10 X 1 = 10 MARKS)**

**ANSWER THE FOLLOWING QUESTIONS.**

**MULTIPLE CHOICE QUESTIONS.**

**(K1)**

1. Which is concerned with the buying and selling information, products and services over computer communication networks?
  - (i) Commerce
  - (ii) E-commerce
  - (iii) E-Business
  - (iv) E-booking
2. Smart card is \_\_\_\_\_.
  - (i) Special purpose cards
  - (ii) Microprocessor Cards
  - (iii) Memory card
  - (iv) Storage card
3. Which of the following is the most common delivery channel in terms of mobile marketing?
  - (i) Graphic
  - (ii) Voice call
  - (iii) Text
  - (iv) Search engine Marketing
4. A digital signature is required for \_\_\_\_\_.
  - (i) FTP transactions
  - (ii) All e-mail sending
  - (iii) All DHCP
  - (iv) For non-repudiation of communication by a sender
5. Amazon.com is well known for which E-Commerce marketing technique?
  - (i) Banner ads
  - (ii) Pop-up ads
  - (iii) Affiliated Programs
  - (iv) Viral Marketing

**ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES**

**(K2)**

6. What are Firewalls?
7. Write full form for UPI.
8. What does WBT mean in education?
9. What are the basics of digital certificates?
10. Give some examples for e-money transactions.

**SECTION – B****(5 X 4 = 20 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)**

11. a) Define E-commerce. Explain the features of e-commerce in India.

**(OR)**

- b) Examine the concept of data and message security.

12. a) Point out the advantages and disadvantages of Smart card.

**(OR)**

- b) Criticize the risks involved in Electronic Payment Systems.

13. a) Analyze the advantages of Mobile Computing applications.

**(OR)**

- b) Determine the barriers to E-Learning.

14. a) Outline the changing dynamics in e-banking.

**(OR)**

- b) Examine the uses of electronic records and digital signatures in Government agencies.

15. a) Point out the uses of Online shopping.

**(OR)**

- b) Analyze some online trading strategies for online stock trading.

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

16. Discuss the process of EPS.
17. Interpret an e-commerce framework containing the various infrastructure components required for the electronic commerce.
18. Evaluate an account of the various electronic payment systems .
19. Summarize the components of E-Learning.
20. Determine the various security issues in the context of online payment system.
21. Enumerate 00 the biggest challenge you face with online shopping.

\*\*\*\*\*