



Kambal P

Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University Estd. u/s 3 of UGC Act 1956, Category 'A' by MHRD)
Re-accredited with 'A++' Grade by NAAC. Recognised by UGC Under Section 12B
Coimbatore - 641 043, Tamil Nadu, India

Bachelor's Degree Examination – November 2024
V Semester

Class : III UG
Major : BBA Retail Management

Time: 3 Hours
Max. Marks: 100

21BREC20 e- Commerce and e- Tailing

Course Outcomes

- CO1. Review the basic concepts of e-Business Models
- CO2. Impart knowledge on B2B and B2C business processes and procedures.
- CO3. Provide insights on the challenges and opportunities of e-commerce and e-retailing.
- CO4. Enumerate the retailing and marketing practices in the digital environment.
- CO5. Elucidate the influence of e-commerce on e-business models and strategies in retailing.

Part A

10 x 1 = 10

Choose the Correct Answer

1. Which of the following best defines e-commerce?
a. Buying and selling goods in physical stores
b. The process of online transaction management
c. Using email for personal communication
d. Traditional retailing methods
CO1 K2
2. What is a key feature of the e-commerce framework?
a. Manual inventory tracking
b. Integrated software systems
c. Non-digital payment methods
d. Physical store locations
CO1 K1
3. What is the primary function of public key encryption?
a. To validate software licenses
b. To secure data by using a pair of keys
c. To improve network bandwidth
d. To encrypt physical mail
CO2 K2
4. Which standard is commonly used in EDI for data format and exchange?
a. XML
b. HTTP
c. FTP
d. SMTP
CO2 K1
5. Which compliance aspect is critical for electronic payment systems?
a. Transaction speed
b. User interface design
c. Adherence to regulatory standards
d. Customer feedback
CO3 K2
6. What does the term "receivables" refer to in electronic payment systems?
a. Costs associated with payment processing
b. Transaction fees incurred
c. Assets held by a payment processor
d. Payments due to be received
CO3 K2
7. Which feature of e-store design refers to the overall ambiance and user experience?
a. Web atmospherics
b. Branding
c. e-Malls
d. Navigability
CO4 K2
8. Which term refers to practices that involve integrating online retailing into a business model?
a. e-Retailing
b. Web design
c. m-Shopping
d. e-Malls
CO4 K2
9. Which tool is used for assessing web traffic and user behavior?
a. CRM system
b. Web analytics software
c. Inventory management system
d. Email marketing tool
CO5 K2
10. Which performance metric would be most relevant for measuring e-commerce site success?
a. Bounce rate
b. Storefront aesthetics
c. Product variety
d. Supplier relationships
CO5 K2

Part B **5 x 6 = 30**
Answer ALL questions
Each answer should not exceed 400 words or two pages

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|---|--------|
| 11.a. Define e-commerce and explain its significance. | CO1 K2 |
| (or) | |
| 11.b. Compare B2B and B2C e-commerce models. | CO1 K5 |
| 12.a. Describe the role of encryption and decryption in e-commerce. | CO2 K2 |
| (or) | |
| 12.b. Explain the function of digital signatures and digital certificate. | CO2 K2 |
| 13.a. Explain the role of cybersecurity in electronic payment systems. | CO3 K2 |
| (or) | |
| 13.b. Describe the concept of receivable procedures in electronic payments. | CO3 K3 |
| 14.a. Describe the importance of web atmospherics in e-store design. | CO4 K3 |
| (or) | |
| 14.b. Describe the concept of m-Shopping and its impact. | CO4 K3 |
| 15.a. Identify two tools used for market analysis in e-commerce. | CO5 K |
| (or) | |
| 15.b. Summarize how web analytics can influence decision-making. | CO5 K4 |

Part C **5 x 12 = 60**
Answer ALL questions
Each answer should not exceed 800 words or four pages

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| 16.a. Differentiate between the traditional and drop shipping models. | CO1 K5 |
| (or) | |
| 16.b. Discuss various e-commerce business models and their advantages and disadvantages. | CO1 K3 |
| 17.a. Analyze the components of the network infrastructure in e-commerce. | CO2 K4 |
| (or) | |
| 17.b. Examine the role of EDI in business processes and its impact on efficiency. | CO2 K4 |
| 18.a. Analyze different types of digital currencies and evaluate their advantages. | CO3 K4 |
| (or) | |
| 18.b. Discuss risk and compliance management in electronic payment systems. | CO3 K3 |
| 19.a. Discuss the integration of e-retailing into organizations and its benefits. | CO4 K4 |
| (or) | |
| 19.b. Evaluate multi-channel strategies in e-retailing and discuss their impact. | CO4 K3 |
| 20.a. Analyze key performance metrics in e-commerce and their effectiveness. | CO5 K4 |
| (or) | |
| 20.b. Discuss the role of web analytics in e-commerce performance management. | CO5 K3 |
