



*Rambally*

# Avinashilingam Institute for Home Science and Higher Education for Women

Deemed to be University Estd. u/s 3of UGC Act 1956, Category A by MHRD (now MoE)

Re-accredited with an A++ Grade by NAAC CGPA 3.65/4, Category I by UGC

Coimbatore - 641043, Tamil Nadu, India

## Continuous Internal Assessment II – October 2025

### III Semester

**Class : II UG**  
**Major : B.Com (PA)**

**Time: 2 hours**  
**Maximum Marks: 60**

### 23BCPDE1D E-Business

#### Course Outcomes:

- CO1: Acquire knowledge on the concepts and various aspects of E-Business.  
CO2: Get insights on the skills of Website designing for E-Business.  
CO3: Ability to understand the E-Commerce activities and its applications.  
CO4: Familiarize in generating report from database in visual environment  
CO5: Interpret the functions and modules for developing a program.

#### Part - A

#### Choose the correct answer

1. The main advantage of E-Auctions for buyers is 6 x 1 = 6  
CO3K3  
a) Higher prices  
b) Limited competition  
c) Transparent pricing and cost savings  
d) Manual processing
2. The significant challenge in e-publishing is CO3 K2  
a) No digital devices  
b) Too much paper usage  
c) High ink cost  
d) Copyright infringement
3. In an electronic payment system, the term SSL stand for CO4 K1  
a) Secure Software Layer  
b) Secure Sockets Layer  
c) System Security Layer  
d) Safe Secure Line
4. The purpose of the UPI PIN is CO4K2  
a) To authenticate transactions  
b) To recover lost UPI ID  
c) To verify the bank account  
d) both a and b
5. In e-commerce, the role of a firewall is CO5K2  
a) To monitor and control incoming and outgoing network traffic  
b) To process payments faster  
c) To increase website traffic  
d) To host the e-commerce website
6. The primary purpose of a digital signature CO5K1  
a) Encrypting data  
b) Authenticating the sender and ensuring data integrity  
c) Compressing data  
d) Masking the identity of the sender

#### Part B

3 x 6 = 18

#### Answer ALL questions

Each answer should not exceed 400 words or two pages

- 7.a) Explain the key elements of e-business category CO3K3  
(or)
- 7.b) How does an e-auction benefit buyers and sellers compared to traditional auctions? CO3K1
- 8.a) Explain the key features of electronic payment system CO4K2  
(or)
- 8.b) Explain four risk associated with electronic payment system with example CO4K2
- 9.a) Elaborate the term Protecting network and protecting servers CO5K3  
(or)
- 9.b) Explain the term Penalties and Adjudication under the IT Act, 2000 CO5K2

#### Part C

3 x 12 = 36

#### Answer ALL questions

Each answer should not exceed 800 words or four pages

- 10.a) Explain various e-commerce applications in various industries. CO3K2  
(or)
- 10.b) Explain the benefits and drawbacks of e-entertainment. CO3K3
- 11.a) Narrate the steps involved in process of Electronic Payment Systems in Real-Time. CO4K2  
(or)
- 11.b) Explain various applications and effective management of mobile wallet payment. CO4K3
- 12.a) Enumerate the provisions related to Consumer Protection Act, 2008. CO4K3