



Mavinayya

Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)
Re-accredited with 'A++' Grade by NAAC. Recognised by UGC Under Section 12B
Coimbatore - 641 043, Tamil Nadu, India
Continuous Internal Assessment Test I - AUGUST- 2024

V SEMESTER

Class : III UG
Major : B.Com/B.Com PA

Time: 2 Hours
Maximum Marks: 60

21BCOC19/21BCPC19 -E-COMMERCE

Course Outcomes:

At the end of the course, students will:

- 1: Acquaint with electronic means of conducting business.
- 2: Employ various modes of electronic delivery channels.
- 3: Administer E-marketing techniques in business.
- 4: Transform the information through e-communication mechanism
- 5: Adoption of procedures against security threats.

Part - A

Choose the correct answer

6 x 1 = 6

1. The concept of online marketing and selling of products and services through the internet is
a) B2G b) B2B c) B2E d) B2C CO2K1
2. The World Wide Web (WWW) was introduced in the year. CO1K1
a) 1994 b) 1996 c) 1992 d) 1990
3. Which of the following describes e-commerce? CO1K1
a) Doing business electronically b) Doing business c) Sale of goods d) All of the above
4. Which of the following is not a party of SCM? CO2K1
a) Suppliers b) Manufacturers c) Distributors d) Customers
5. Which one is not an E-payment method used in India? CO3K1
a) Debit card b) Credit card c) E-cheque d) Cash on delivery.
6. Digital Signature is issued by CO3K1
a) RBI b) Central government c) State Government d) Certifying Authority

Part - B

Answer all the questions

3 x 6 = 18

Answer should not exceed 400 words or two pages

7. a) What are the advantages of E-commerce? CO1K1
(or)
b) Explain E-commerce opportunities for industries. CO1K1
8. a) Differentiate between Traditional marketing and E-marketing. CO3K1
(or)
b) Elaborate various means of E-advertising. CO3K1
9. a) Explain Digital payment requirements. CO2K1
(or)
b) How Credit Cards used as E-payment Systems. CO2K1

Part - C

Answer all the questions

3 x 12 =

Answer should not exceed 800 words or four pages

10. a) Describe E-commerce Business Models. CO1K1
(or)
b) Discuss about Information Technology ACT 2000 and its importance. CO1K1
11. a) Describe the Elements of E-branding CO1K1
(or)
b) Explain the Internet Marketing Trends. CO1K1
12. a) Explain Digital Token based E-payment System and benefits to buyer and seller. CO1K1
(or)
a) Discuss the Classification of New Payment System. CO1K1

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