



**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

**Bachelor's Degree Examination – January 2021**

**V Semester**

**Class : III UG**

**Major : Information Technology**

**Time : 3 Hours**

**Max. Marks: 100**

**18BITC20 E-Commerce**

**PART-A**

**10x1=10**

**Choose the Correct Answer**

1. Which of the following describes E-commerce?  
a. doing business electronically      b. sale of goods  
c. purchase of goods      d. doing business offline
2. Which segment do eBay, Amazon.com belong?  
a. B2B      b. B2C      c. C2B      d. C2C
3. Which of the following is the useful security mechanism considering business strategy and IT?  
a. encryption      b. decryption      c. firewall      d. All the above
4. Which type deals with auction?  
a. B2B      b. B2C      c. C2B      d. C2C
5. Which type of ad appears on a webpage?  
a. Pop-under ad      b. Pop-up ad  
c. Banner ad      d. Discount ad
6. Which of the following is a method of transferring money from one person's account to another?  
a. Electronic check      b. Credit card  
c. E-transfer      d. None of the above
7. The practice of forging a return address on an e-mail so that the recipient is fooled into revealing the private information is termed?  
a. hacking      b. cracking      c. sniffing      d. spoofing
8. What is the hardware or software that protect computer from intruders?  
a. trojan horse      b. firewall      c. biometrics      d. antivirus
9. \_\_\_\_\_ is backbone of E-payment in E-commerce  
a. EFT      b. EPS      c. Paypal      d. None of the above
10. Which is not an online payment mode?  
a. Debit card      b. Credit card      c. Demand draft      d. E-cheque

**PART – B**

**5 x6=30**

**Answer ALL questions**

**Each answer should not exceed 400 words or two pages**

11.a. Differentiate between E-commerce and E-business.

(or)

11.b. Explain the Technological Building Blocks of E-commerce.

12.a. How E-commerce Changes Business Strategy?

(or)

12.b. Write short note on TCP/IP.

13.a. What Is Good E-commerce Security?

(or)

13.b. Clarify the Role of Laws and Public Policy.

14.a. Explain about E-tailing business model.

(or)

14.b. Characterize the online and offline service sector.

15.a. What is an online social network and explain its growth?

(or)

15.b. List out the types of portals.

**Part C**

**5 x 12 = 60**

**Answer ALL questions**

**Each answer should not exceed 800 words or four pages**

16.a. Describe the brief history of E-Commerce.

(or)

16.b. Discuss the basic concepts of organizing theme in E-Commerce.

17.a. Illustrate on B2C and B2B business model.

(or)

17.b. Explain about Tier 3 Internet Service Providers.

18.a. Depict the Security Threats in the E-commerce Environment.

(or)

18.b. Examine on E-commerce Payment Systems.

19.a. Give detail on Internet marketing technologies.

(or)

19.b. Illustrate about online financial and travel services.

20.a. Discuss the benefits and risks of auction.

(or)

20.b. Describe about different online communities for E-commerce in detail.

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