



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 II- October 2024

SEMESTER V

Class: III UG

Major : Information Technology

Time: 2 Hours

Max. Marks: 60

21BITC20 -E-Commerce

Course Outcomes:

- CO 1: Explain the components and roles of the Electronic Commerce environment.
CO 2: Analyze the impact of E-commerce business models and internet technologies.
CO 3: Illustrate the current challenges and security issues in e-commerce.
CO 4: Understand Web marketing approaches and elements of branding.
CO 5: Enumerate the major types of social networks, auctions and portals.

Part A

6 * 1 =6

Choose the Correct Answer

- The primary source of financing during the early years of e-commerce was _____. CO3 K4
a. bank loans b. large retail firms c. venture capital funds d. initial public offerings
- Online Advertisements that contain malicious code are called _____. CO3 K2
a. Maladvertising b. Malware c. Ransomware d. Scareware
- The inclusion and ranking of Web sites depends on a more or less "unbiased" application of a set of rules imposed by the search engine is _____. CO4 K3
a. Keyword Retrieval b. SEO c. Googling d. Organic Search
- This is a text-based listing of common questions and answers. CO4 K4
a. FAQ b. Help Text c. Q & A d. AdText
- The quantity of goods that can be sold at various prices. CO4 K3
a. Pricing b. Demand Curve c. Radical price d. Versioning
- The vertical market portals are otherwise called _____. CO5 K2
a. Vortals b. Vertals c. Verticals d. Verdicts

Part B

3* 6 = 18

Answer ALL questions

Each answer should not exceed 400 words or two pages

- a) Discuss about the various types of payment systems. CO3 K4
(OR)
b) Illustrate Electronic Billing Presentment and Payment. CO3 K3
- a) How much impact does Marketing and Advertising creates in retail sector of E-Commerce? CO4 K4
(OR)
b) Outline about the Online Career Services shortly. CO4 K4
- a) Tabulate the 5 basic social network steps in E-Commerce strategies. CO5 K1
(OR)
b) Discuss E-Commerce Portals shortly. CO5 K4

Part C

3 * 12 = 36

Answer ALL questions

Each answer should not exceed 800 words or four pages

- a) Discuss in detail about the online Credit Card Transactions. CO3 K2
(OR)
b) Dramatize the Digital Cash and Virtual Currencies. CO3 K3
- a) Summarize Online Advertisement and Marketing tools. CO4 K5
(OR)
b) Hypothesize E-tailing Business Models. CO4 K6
- a) Relate Online and Offline Service Sector and Online Financial Services. CO4 K3
(OR)
b) Write in detail about the Online Auctions. CO5 K2

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