



Maximum

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
III Semester

Class: II UG
Course: B.Com (PA)

Time: 2 Hours
Max. Marks: 60

23BCPDE4 E-BUSINESS

Course Outcome:

- 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: Familiarise in generating report from database in visual environment.
CO5: Interpret the functions and modules for developing a program.

Part A

Choose the correct answer

6 x 1 = 6

1. E- Commerce has narrower scope than E-Business or Digital Business
a) Higher b) Narrower c) wider d) equal
CO1: K1
2. Which of the following is not a party of SCM?
a) Suppliers b) Manufactures c) Distributors d) customers
CO1: K3
3. The Word Wide Web introduced in the
a) 1944 b) 1996 c) 1992 d) 1990
CO2: K2
4. The correct sequence of HTML tags for starting a webpage is.
a) head, title, html, body b) html, body, title, head
c) html, body, title, head d) html, head, title, body
CO2: K2
5. Which set of rules is applicable for exchange of files over internet?
a) FTP/IP b) HTML c) HTTP d) Hyper Link
CO3: K2
6. Customers pay a fixed amount, commonly month-to-month or quarterly or annually, to get a few types of service referred to as _____ E-Commerce.
a) Licensing b) Subscriptions c) Transaction d) Affiliate
CO3: K1

Part B

3 x 6 = 18

Answer ALL questions

Each answer should not exceed 400 words or two pages

7. a). Write a note on (a) Aggregator Model (b) Info-mediary Model (c) Community Model
(or)
CO1: K3
b). What are the key differences between traditional commerce and e-commerce? CO1: K3
8. a) List out the advantages in SCM and explain any one case study.
(or)
b) Explain the features of E- marketing. and its advantages of E-Marketing. CO2: K2
9. a) What are the different types of lists supported HTML?
(or)
b) what are the types of E-commerce Providers and Vendors CO3: K2

Part C

3 x 12 = 36

Answer ALL questions

Each answer should not exceed 800 words or four pages

10. a) Explain the relationship between the concepts of E-Business. List out its advantages and Disadvantages.
(or)
CO1: K3
b) Explain the E-business models based on the relationship of transaction parties. CO1: K2
11. a) What are the different levels of headings in HTML ?
(or)
CO2: K2
b) Briefly explain the Simple Mail Transfer Protocol . CO2: K3
12. a) What is E-commerce? and explain activities and manpower of associates with e-commerce activities.
(or)
CO3: K2
b) Explain about element of business categories in E-commerce.

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