



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 (now MoE)
Re-accredited with A++ Grade by NAAC. Recognised by UGC under Section 12B
Coimbatore - 641 043, Tamil Nadu, India

Continuous Internal Assessment – I February, 2025
IV Semester

Major: BBA(RM)
Year: II UG

Time: 2 hrs
Max.Marks: 60

23BREC09 - E- Commerce and E-Tailing

Course Outcomes: After completion of the course, the students will be able to –

1. Review the basic concepts of e-Business Models.
2. Impart knowledge on B2B and B2C business processes and procedures.
3. Provide insights on the challenges and opportunities of e-commerce and e-retailing.
4. Enumerate the retailing and marketing practices in the digital environment.
5. Elucidate the influence of e-commerce on e-business models and strategies in retailing

PART-A

Answer the following questions:

6*1=6

1. E-Commerce stands for
a. Electrical Commerce
b. Electronic Commerce
c. Entertainment Commerce
d. ElectroChemical Commerce
CO 1 K1
2. The World Wide Web (WWW) was introduced in the year
a. 1994
b. 1996
c. 1992
d. 1990
CO1 K2
3. An early form of E-commerce
a. SCM
b. EDI
c. Both of these
d. Neither of these
CO 2 K1
4. The buying and selling information, products and services over computer communication networks is concerned with
a. Commerce
b. E-Commerce
c. E-Business
d. None of these
CO1 K2
5. The products is suitable for E-Commerce?
a. Books
b. Vegetables
c. All of these
d. None of these
CO1 K1
6. A function of E commerce.
a. Marketing
b. Supply Chain
c. Finance
d. All of the above
CO1 K2

PART-B

Answer the following questions:

3*6=18

Each answer should not exceed 400 words

7. a) note on B2B and B2C
(or)
b) Explain about Macro Environment factors in Marketing
CO1K1
CO1K2
- 8.a) Write short notes on concepts of Marketing
(or)
b) Write about scope, Nature and Importance of Marketing
CO2K3
CO2K2
- 9.a) What are Framework and Agriculture, CO1K3
(or)
b) Write about Stages in Consumer Buying Decision Process
CO1K1

PART-C

Answer the following questions

3*12=36

Each answer should not exceed 800 words

- | | | |
|---|------|-------|
| 10. a) What are e-Commerce Business models. | | CO1K2 |
| | (or) | |
| b) Detail note on E-Commerce (Overview) | | CO1K1 |
| 11. a) Describe E-Commerce Process Models: | | CO2K2 |
| | (or) | |
| b) What are Electronic payment systems, | | CO1K3 |
| 12. a) Explain about Traditional vs. Drop shipping Model. | | CO2K1 |
| | (or) | |
| b) Write about the Digital Certificate. | | CO2K1 |
