

Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University) Coimbatore-641 043
Bachelor's Degree Examination – November - 2018
V- Semester

Class : III UG

Time :3 hours

Major : B.Com / B.com (CA)/B.Com.,P.A.

Max. Marks: 100

15BCOC20 / 15BCCC20 / 15BCPC20 – E-Commerce

Part-A

10 x 1=10

Choose the correct answer

1. Internet technology is the main concept for -----
a) Intranet b) E-Commerce c) Extranet d) Networks
2. EDI Stands for -----
a) Electronic Data Interchange b) Electronic Development Interchange
c) Electronic Data base Interchange d) Electronic Data Information
3. -----is the multi-channel online marketing technique focused at reaching a specific audience on their smart phone, tablets, or any other related devices through websites, E mail, SMS and MMS, social media or mobile applications.
a) M-commerce b) M-Marketing c) E-Advertising d) E-Branding
4. ----- is a brand management technique that uses the World Wide Web as a medium for positioning a brand in the marketplace.
a) M- branding b) S- branding c) B- branding d) C- branding
5. The ----- ensure smooth, secure and efficient transactions on electronic networks.
a) Electronic payments b) Debit card c) Credit card d) ATM card
6. A ----- is a mathematical scheme for presenting the authenticity of digital messages or documents.
a) Payment system b) Digital signature c) Cheque d) Risk
7. ICT stands for -----
a) Information and Computer Technology b) Indian and Communication Technology
c) Information and Communication Trading d) Information and Communication Technology
8. ----- is a product designed for the purposes of online banking that enables you to have easy and safe access to your bank account.
a) M-banking b) E-banking c) Traditional banking d) NEFT
9. A ----- is a collection of related web pages, including multimedia content, typically identified with a common domain name, and published on at least one web server.
a) Web page b) Web technology c) Web site d) Design
10. -----is the buying and selling of goods and services through wireless handheld devices such as cellular telephone and personal digital assistants.
a) E-commerce b) M-commerce c) Social media d) Electronic media

Part B

5 X 6=30

Answer the following

Answer should not exceed 400 words or two pages

11.a. Explain the concepts of information technology act.
(or)

11.b. State the E-commerce models.

12.a. What is meant by E-Marketing?

(or)

12.b. What are the merits of M-Marketing?

: 2:

13.a. What do you mean by E-Banking?

(or)

13.b. What is ICT?

14.a. Distinguish between Traditional banking Vs. E-banking.

(or)

14. b. What do you mean by Electronic Banking?

15. a. What is digital signature?

(or)

15. b. What is network security?

Part C

5 x 12=60

Answer the following

Answer should not exceed 800 words or four pages

16. a. Distinguish between E-Commerce and E-Business.

(or)

16. b. Explain the Merits and Demerits of Electronic Data Interchange.

17. a. Explain the advantages of E-Advertising.

(or)

17. b. Discuss the M-banking services.

18. a. What is Electronic Payments? Explain its types.

(or)

18. b. Discuss the concepts of Electronic Cheque Payment System.

19. a. What is internet banking? Explain its merits.

(or)

19. b. How does the NEFT system operate?

20. a. Discuss about the various technologies for mobile commerce.

(or)

20. b. Elaborate the objectives of web sites.
