



K. Sambal

Avinashilingam Institute for Home Science and Higher Education for Women
Deemed to be University Estd. u/s 3 of UGC Act 1956, Category 'A' by MHRD (now MoE)
Re-accredited with 'A++' Grade by NAAC. CGPA 3.65/4, category I by UGC
Coimbatore - 641 043, Tamil Nadu, India

Bachelor's Degree Examination – May 2025
IV Semester

Class : II UG (Repeater)
Major : Computer Applications

Time : 3 Hours
Max. Marks: 100

18BCAC16 / 21BCAC16 E-Commerce

Course Outcomes:

- CO1: Recognize the impact of information and communication technologies on the internet in business operations.
- CO2: Understanding electronic payment system and its environment.
- CO3: Make ethical decisions related to e-commerce based on laws, privacy and security.
- CO4: Analyze the steps, tools and security considerations needed to start selling online.
- CO5: Acquire knowledge in identifying the main business and marketplace models for electronic communications and trading.

Part A
Choose the Correct Answer

10 x 1 = 10

1. _____ is essentially a business process that connects manufacturers, retailers, customers and suppliers in the form of a chain to develop and deliver products. CO1 K1
a. E-commerce b. EDI c. SCM d. Networking
2. The dimension of e-commerce that enables commerce across national boundaries is called CO1 K2
a. global reach b. interactivity c. richness d. ubiquity
3. An _____ is an electronic space where sellers and buyers meet and conduct different types of transactions. CO2 K1
a. store b. retail store c. online auction d. shop
4. Which of the following is a benefit of e-commerce for consumers? CO2 K2
a. Limited product choices b. High prices c. Time savings d. Limited payment options
5. Which of the following is a disadvantage of e-commerce for small businesses? CO3 K3
a. Increased visibility b. Reduced marketing costs
c. Limited access to customer data d. Increased competition
6. What is a payment gateway? CO3 K1
a. A website where customers can make payments
b. A software application that processes payments
c. A physical location where payments are accepted
d. A bank that provides payment services
7. Which of the following is a key component of E-commerce? CO4 K2
a. Social media profiles b. Online stores c. Digital art galleries d. Virtual reality gaming
8. A combination of software and information designed to provide security and information for payment is called a what? CO4 K1
a. Digital wallet b. Popup ad c. Shopping cart d. Encryption
9. _____ is again similar to a credit card or a debit card in appearance, but it has a small microprocessor chip embedded in it. CO5 K1
a. Smart card b. E-Money c. Debit Card d. Electronic Fund Transfer
10. _____ have no physical location and conduct only online transactions. CO5 K2
a. Nationalized Bank b. Private Bank c. Cooperative Bank d. Virtual banks

Part B

5 x 6 = 30

Answer ALL questions

Each answer should not exceed 400 words or two pages

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|--|--------|
| 11.a. Examine the advantages and limitation of e-commerce. | CO1 K1 |
| (or) | |
| 11.b. Distinguish between the e-commerce and traditional practices. | CO1 K2 |
| 12.a. Illustrate the evolution of internet. | CO2 K3 |
| (or) | |
| 12.b. Summarize the general architecture of World Wide Web. | CO2 K2 |
| 13.a. Explain the use of digital token based e-payment systems. | CO3 K3 |
| (or) | |
| 13.b. Describe the salient features of electronic cheques. | CO3 K4 |
| 14.a. Evaluate the unauthorized access to a computer network. | CO4 K5 |
| (or) | |
| 14.b. Point out the copyright issues faced by the e-commerce industry. | CO4 K4 |
| 15.a. Appraise the terminologies for mobile commerce. | CO5 K5 |
| (or) | |
| 15.b. Express the new trend in making payments online. | CO5 K6 |

Part C

5 x 12 = 60

Answer ALL questions

Each answer should not exceed 800 words or four pages

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|---|--------|
| 16.a. Enumerate the e-commerce and the trade cycle. | CO1 K1 |
| (or) | |
| 16.b. Demonstrate the various types of e-commerce. | CO1 K2 |
| 17.a. Discover the functions and services of Internet Service Provider. | CO2 K3 |
| (or) | |
| 17.b. Estimate the steps to building own website with example. | CO2 K2 |
| 18.a. Examine the different types of electronic payment systems. | CO3 K3 |
| (or) | |
| 18.b. Assess the implementation of online credit cards based systems. | CO3 K4 |
| 19.a. Highlight the transaction security and data protection. | CO4 K5 |
| (or) | |
| 19.b. Discriminate the phishing and identify theft. | CO4 K5 |
| 20.a. Conclude the generations in wireless communication. | CO5 K4 |
| (or) | |
| 20.b. Generalize the procedure for national electronic fund transfer. | CO5 K6 |
