



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. CGPA 3.65/4, Category I by UGC

Coimbatore - 641 043, Tamil Nadu, India

Continuous Internal Assessment Test II - April 2025
IV-Semester

Class: II UG

Major: BBA (RM)

Time: 2 Hours

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 has _____ scope than E-Business or Digital Business. CO4: K1
 - a. Higher
 - b. Narrower
 - c. Wider
 - d. More
2. _____ is a system of interconnected electronic components or circuits. CO4: K2
 - a. Electronic Network
 - b. Marketplaces
 - c. Electronic Markets
 - d. Meta markets
3. All electronically mediated information exchanges are referred CO3: K2
 - a. E-Business
 - b. Digital Business
 - c. E-Commerce
 - d. None of the above
4. _____ are markets linked via modern communications networks and powered through high-speed computers. CO4: K1
 - a. Marketplaces
 - b. Meta markets
 - c. Electronic Network
 - d. Electronic Markets
5. _____ is a part of the 4 important types of E-commerce. CO4: K2
 - a. B2B
 - b. P2P
 - c. C2A
 - d. All of the above
6. Companies like Flipkart, Amazon and Myntra belong to which type of Ecommerce (EC) segment. CO4: K1
 - a. B2B
 - b. B2C
 - c. P2P
 - d. C2B

PART-B

Answer the following questions:

3*6=18

7. a) Note on B2B and B2G CO1 K3
(or)
b) Explain about World Wide Web CO1 K2
8. a) Write short notes on concepts of E-Mall and E-Store CO4 K3
(or)
b) Write about scope, Nature and Importance of E-Commerce CO2 K2
9. a) Short note on Internet Service Protocols CO1 K3
(or)
b) Write about Stages in Web Analyzing Process CO4 K1

PART-C

Answer the following questions:

3*12=36

10. a) What are e-Commerce Business models. CO1 K2
(or)
b) Detail note on E-Commerce Security CO4 K1
11. a) Describe E-Commerce Process Models: CO2 K2
(or)
b) What are Multi Channel Strategies CO4 K3
12. a) Explain about Traditional vs. Drop shipping Model. CO3 K1
(or)
b) Write about the E-Store Design. CO2 K1

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