



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. Recognized by UGC Under Section 12B

Coimbatore - 641 043, Tamil Nadu, India

Continuous Internal Assessment Test II – October 2024

SEMESTER III

Class : II B.Com PA)

Major : Commerce

Time: 2 hours

Maximum Marks: 60

23BCPDE4 – E-BUSINESS

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

Answer all the questions

6 x 1 = 6

CO3: K1

1. E-tailing refers to

- a) Sales of electronic items in a store b) catalog shopping
c) music store d) retailing shopping using the inter

2. Which of the following e-learning strategies involves wireless devices that transmit signals to nearby devices using low-energy Bluetooth connections?

CO3: K3

- a) Beacon e-learning b) Artificial intelligence c) Social learning d) World Wide Web/Web 2.0

3. The E-payment mechanism widely used in B2B is

CO4: K2

- a) Credit card b) Debit card c) Master card d) E-cheque

4. which one is not used as a security mechanism?

CO4: K2

- a) Encryption b) cryptography c) Wallets d) Digital signature

5. Amazon.com is well-known for which e-commerce marketing technique?

CO5: K2

- a) Banner ads b) pop-up ads c) Affiliate programs d) Viral marketing

6. _____ is a person in whose name the Digital Signature Certificate is issued

CO5: K1

- a) Certified authority b) Subscriber c) Holder d) Controller

Part B

3 x 6 = 18

Answer ALL questions

Each answer should not exceed 400 words or two pages

7. a). Define Electronic retailing and its subcategories. List out the Challenges and strength in E retailing .

CO3: K3

(OR)

b) What are the e-auction ? and Explain the benefits of e-auction for buyers and suppliers.

CO3: K3

8. a) List out the various steps in Payment Acceptance and Processing

CO4: K5

(OR)

b) Explain the Risks in Electronic Payment systems.

CO2: K2

9. a) What are the tools used to protect networks servers and clients?

CO3: K3

(OR)

b) Explain the E-Commerce Security Threats in e-commerce with related solutions.

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 types of online services and its Importance of Online Customer Service Disadvantages.

CO3: K3

(OR)

b) Write a brief note and its merits and demerits on

- (a) Online learning (b) E-publishers (c) e-entertainment

CO3: K2

11. a) Explain about a Mobile Wallets? and its types of Mobile Wallet

CO4: K2

(OR)

b) Briefly explain the Electronic Payment Systems and its types.

CO4: K3

12. a) What is E-commerce Business? and Explain the Legal Issues faced by E-commerce Businesses

CO5: K3

(OR)

b) Explain about Digital signatures and its merit and demerit.

CO5: K2