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.Recognised by UGC Under Section 12 B
Coimbatore-641 043, Tamil Nadu, India

Continuous Internal Assessment Test II – OCT 2024
SEMESTER V

Class : III UG **Time: 2 Hours**
Major : BBA (RM) **Max. Marks: 60**

21BREC20- e-Commerce and e-Tailing

Course outcomes:
CO1: Acquaint with electronic means of conducting business.
CO2: Administer e-marketing techniques in the retail business.
CO3: Transform the information through e-communication mechanisms.
CO4: Design procedures of e-commerce and e-retailing to deliver products to the customers.
CO5: Implement and manage e-commerce and e-retailing businesses.

PART-A **6x1=6**
Choose the correct answer

1. Risk management is one of the most important jobs for a CO3:K1
   a) Client b) Investor
   c) Production team d) Project manager
2. The relationship between demand and price. CO3:K1
   a) Mutually opposite b) Intimate
   c) Even d) Odd
3. System of interconnected electronic components or circuits. CO4:K1
   a) Electronic Network b) Marketplaces
   d) Electronic Markets d) Meta markets
4. The World Wide Web (WWW) first launched. CO4:K1
   a) 1994 b) 1992
   c) 1996 d) 1990
5. Mainly deals with buying and selling, especially on a large scale. CO5:K1
   a) Shopping b) Commerce
   c) Retailing d) Distribution
6. The concept of online marketing and selling of products and services through the internet is. CO5:K1
   a) B2G b) B2C
   c) B2B d) B2E

Part - B
Answer all the questions **3 x 6 = 18**

7. a) Define Compliance Management. State its benefits. CO3:K2
   (or)
   b) Define information security management. CO3:K2
8. a) Write short note on e-Retailing. CO4:K3
   (or)
   b) Write about e-Retailing models. CO4:K2
9. a) Write about Metric and Measurement. CO5:K3
   (or)
   b) Write short note on web analytics. CO5:K3

Part - C
Answer all the questions **3 x 12 = 36**

10. a) Describe about Risk Management. CO3:K2
    (or)
    b) Explain about Legal aspect. CO3:K2

11. a) Briefly explain about e-Customer Behaviour. CO4:K3
    (or)
    b) Explain about Branding on the Web. CO4:K3

12. a) Briefly explain about Performance Management. CO5:K3
    (or)
    b) Explain about Market Analysis. CO5:K3