



Maximum

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-641043, Tamil Nadu, India

**Continuous Internal Assessment Test I – Aug 2024
SEMESTER V**

**Class: III UG
Major: BBA RM**

**Time: 2 Hours
Maximum Marks: 60**

21BREC20– E-COMMERCE and E-TAILING

- CO1. Review the basic concepts of e-Business Models
CO2. Impart knowledge on B2B and B2C business processes and procedures.
CO3. Provide insights on the challenges and opportunities of e-commerce and e-retailing.
CO4. Enumerate the retailing and marketing practices in the digital environment.
CO5. Elucidate the influence of e-commerce on e-business models and strategies in retailing.

Part-A

Answer all the questions

6 x 1 = 6

1. E-commerce stands for
a) Electrical Commerce b) Electronic Commerce
c) Entertainment Commerce d) Electrochemical Commerce
CO1:K1
2. The World Wide Web (WWW) was introduced in the year
a) 1994 b) 1996 c) 1992 d) 1990
CO1:K2
3. An early form of E-commerce is
a. SCMB) EDI c) Both of these d) Neither of these
CO2:K1
4. Pick the following is not a party of SCM
a) Suppliers b) Manufacturers c) Distributors d) Customers
CO2:K2
5. This E-Commerce commercial enterprise model specifically specializes in selling services or products online
CO3:K2
- a) Indirect Marketing b) Online Direct Marketing
c) Brick & Mortar d) Marketplace
6. The concept of online marketing and selling of products and services through the internet is
a) B2G b) B2C c) B2B d) B2E
CO3:K1

Part-B
Answer all the questions

3 x 6 = 18

Each answer should not exceed 400 words or two pages

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|----|--|--------|
| 7. | a) Discuss the types of Business Models (or) | CO1:K1 |
| | b) Write short note on the Traditional and Drop Shipping with example | CO1:K2 |
| 8. | a) Explain the layers in e-Commerce framework (or) | CO2:K2 |
| | b) Summarize the standards of Electronic Data Interchange | CO2:K2 |
| 9. | a) Discuss the challenges in Electronic Payment System (or) | CO3:K3 |
| | b) What is e-commerce compliance and why is it important for businesses? | CO3:K2 |

Part-C
Answer all the questions

3x12=36

Each answer should not exceed 800 words or four pages

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|-----|--|--------|
| 10. | a) Explain briefly the layers of E-commerce framework in detail. (or) | CO1:K3 |
| | b) Elaborate the software systems in e-commerce models in detail | CO1:K2 |
| 11. | a) Discuss the Securities in E-commerce framework (or) | CO1:K3 |
| | b) Define Electronic Data Interchange. Write the Applications used in Business | CO2:K1 |
| 12. | a) What is digital currency. Explain briefly on types (or) | CO2:K4 |
| | b) Illustrate the Payment Procedures in detail | CO2:K2 |

No of copies: 22

Prepared by Ms. R. Lakshmi Priya

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