



Avinashilingam Institute for Home Science and Higher Education for Women

Deemed to be University Estd. u/s 3of UGC Act 1956, Category A by MHRD [now MoE]

Re-accredited with an A++ Grade by NAAC CGPA 3.65/4, Category I by UGC

Coimbatore-641043, Tamil Nadu, India

Continuous Internal Assessment Test I – August 2025

III Semester

Class : II UG

Major : B.Com Professional Accounting

23BCPDE1D - E-Business

Time : 2 hours

Max. Marks: 60

Course Outcomes:

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: Familiarize in generating report from database in visual environment

CO5: Interpret the functions and modules for developing a program.

Part A

Choose the Correct the Answer

6 x 1 = 6

1. The primary goal of e-Business is to
a) Increase paperwork
b) Limit business hours
c) Improve efficiency and reach
d) Reduce use of technology
CO1: K3
2. CRM helps in understanding
a) Customer preferences and buying behaviour
b) Tax planning
c) Improve information flow
d) Inventory management
CO1: K2
3. In e-business, the WWW primarily enables
a) Physical product delivery
b) Online payments only
c) Information exchange and transactions
d) Manufacturing automation
CO2: K1
4. HTML is mainly used to
a) Perform server-side programming
b) Design and structure web pages
c) Access databases
d) Write mobile applications
CO2: K2
5. A Customer Support Executive primarily handles
a) Payment gateway development
b) Order packaging
c) Customer queries and complaints
d) Logistics routing
CO3: K2
6. Amazon primarily operates under which e-commerce business model
a) B2B (Business to Business)
b) B2C (Business to Consumer)
c) C2C (Consumer to Consumer)
d) C2B (Consumer to Business)
CO3: K1

Part B

3 x 6 = 18

Answer ALL questions

Each answer should not exceed 400 words or two pages

- 7.a) Explain the factors affecting e-business
(or)
CO1: K3
- 7.b) How does an e-government platform support the functioning of e-businesses?
CO1: K1
- 8.a) What does URL and WWW stand for and Explain its purpose
(or)
CO2: K2
- 8.b) Explain the Online publishing strategies in e-business
CO2: K2
- 9.a) Elaborate how technology supports various e-commerce activities.
(or)
CO2: K3
- 9.b) Explain the modes of operation associated with e-commerce providers
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 emerging trends and technologies in e-business.
(or)
CO1: K2
- 10.b) Explain the challenges might a company face when adopting an ERP system.
CO1: K3
- 11.a) Narrate the steps involved in designing and developing, e-Commerce website.
(or)
CO2: K2
- 11.b) Explain the types of tags and attributes in HTML
CO2: K3
- 12.a) Enumerate the manpower associates with E-Commerce activities
(or)
CO2: K2
- 12.b) Discuss the E-Commerce business models in detail
CO3: K3