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Avinashilingam Institute for Home Science and Higher Education for Women

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

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

Coimbatore - 641 043, Tamil Nadu, India

Bachelor's Degree Examination – May 2025**IV Semester****Class : II UG****Major : BBA RM****Time: 3 Hours****Max. Marks: 100****23BREC09 E-Commerce and E-Tailing****Course Outcome:**

- CO1: Acquaint with electronic means of conducting business.
CO 2: Administer e-marketing techniques in the retail business.
CO 3: Transform the information through e-communication mechanisms.
CO 4: 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**10 x 1 = 10****Choose the correct answer**

1. _____ is the activity of buying and selling goods or services online. CO1 K1
a. W-Business b. E commerce
c. E-Business d. E-Learning
2. B2B Stands for _____ CO1 K1
a. Commerce to Business b. Business to E-Commerce
c. Business to Business d. Business to E-Business
3. A _____ is a mathematical technique used to validate the authenticity and integrity of a message, software or digital document. CO2 K2
a. Network b. digital validity
c. Digital signature d. Internet
4. EDI Stands for _____ CO2 K2
a. Electronic Data Internet b. Electronic Date Interchange
c. Electronic Data Interchange d. Email Data Interchange
5. Information Technology Act _____ CO3 K3
a. 2000 b. 2005
c. 1999 d. 2019
6. An _____ system is a way of making transactions or paying for goods and services through an electronic medium, without the use of checks or cash. CO3 K3
a. E-Tailing b. E-Tax
c. E-Delivery d. E-payment
7. WWW Stands for _____ CO4 K4
a. World Wide Willingness b. Work Wide Web
c. World Wings Web d. World Wide Web
8. FTP Stands for _____ CO4 K4
a. File Trade Protocol b. Fag Transfer Protocol
c. File Transfer Protocol d. File Transfer Production
9. _____ is the sale of goods and services through the internet. CO5 K5
a. Electronic retailing b. Electronic game
c. Electronic sender d. Electronic Communication
10. A _____ refers to the physical or digital location where a retail transaction takes place between a customer and a business. CO5 K5
a. Point of decision b. Point of purchase
c. Point of transfer d. Point of Sale

Part B
Answer ALL Questions
Each Answer should not exceed 400 words or two pages

5 x 6 = 30

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| 11.a. Describe the frame work of E-commerce. | CO1 K1 |
| (or) | |
| 11.b. List out the challenges of e-commerce and Explain. | CO1 K1 |
| 12.a. Describe the types of EDI. | CO2 K2 |
| (or) | |
| 12.b. What do you mean by digital signature? Explain. | CO2 K2 |
| 13.a. Describe the role of national payments corporation of India. | CO3 K3 |
| (or) | |
| 13.b. Point out the challenges faced by digital currency. | CO3 K3 |
| 14.a. Describe the elements of internet services and Explain. | CO4 K4 |
| (or) | |
| 14.b. List out the internet services. | CO4 K4 |
| 15.a. State the Advantages of Electronic Retailing. | CO5 K5 |
| (or) | |
| 15.b. List out and Explain the features of point of sale. | CO5 K5 |

Part C
Answer ALL Questions
Each Answer should not exceed 800 words or four pages

5 x 12 = 60

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| 16.a. Explain the Advantages of E-Commerce. | CO1 K1 |
| (or) | |
| 16.b. Outline the types of E-Commerce. | CO1 K1 |
| 17.a. Explain the benefits of EDI Applications in business. | CO2 K3 |
| (or) | |
| 17.b. Discuss process of digital signature assurance. | CO2 K3 |
| 18.a. Discuss the Classification of E-Payment System. | CO4 K2 |
| (or) | |
| 18.b. Explain the types of digital currency. | CO4 K2 |
| 19.a. Enumerate the steps in designing and developing E-Commerce Website. | CO3 K3 |
| (or) | |
| 19.b. Describe the Elements of internet service protocol. | CO3 K3 |
| 20.a. Explain the types of Electronic Retailing. | CO3 K3 |
| (or) | |
| 20.b. Discuss the types of point of sale system. | CO3 K3 |
