



Hambal

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 - 641043, Tamil Nadu, India

Bachelor's Degree Examination – November 2025

III Semester

Class : II UG
Major : B.Com PA

Time : 3 Hours
Max. Marks : 100

23BCPDE1D E- Business

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

10 x 1 = 10

Choose the Correct Answer

1. The major economic factor influencing e-business is CO1K2
 - a. Website colour theme
 - b. Currency exchange rates
 - c. Customer reviews
 - d. Email marketing tools
2. The primary goal of Enterprise Resource Management (ERM) is CO1K2
 - a. To increase the number of employees in a company
 - b. To manage and optimize the use of all business resources
 - c. To outsource all business functions
 - d. To create advertisements for a business
3. ISP stands for CO2K3
 - a. Internet Server Program
 - b. International Service Provider
 - c. Internet Service Provider
 - d. Internal System Protocol
4. Which tag is used to display an image in HTML? CO2K2
 - a. <image>
 - b.
 - c. <pic>
 - d. <src>
5. The primary purpose of an e-auction portal CO3K2
 - a. To design websites
 - b. To conduct online marketing surveys
 - c. To allow users to bid for products/services online
 - d. To create e-learning modules
6. Which of the following is an example of a B2C e-commerce platform? CO3K3
 - a. Alibaba
 - b. eBay
 - c. Amazon
 - d. LinkedIn
7. A Smart card is defines as CO4K3
 - a. A credit card without a chip
 - b. A paper card used for tickets
 - c. A plastic card with an embedded microprocessor or memory chip
 - d. A card used only for identification
8. The risk related to software that secretly collects user payment information is CO4K3
 - a. Phishing
 - b. Malware or spyware attack
 - c. Denial-of-Service attack
 - d. Software update
9. In e-commerce, the role of a fire wall is CO5K2
 - a. To monitor and control incoming and outgoing network traffic
 - b. To process payments faster
 - c. To increase website traffic
 - d. To host the e-commerce website
10. The main purpose of a digital signature CO5K2
 - a. To encrypt the entire message
 - b. To verify the authenticity and integrity of a message

Part B

5 x 6 = 30

Answer ALL questions

Each answer should not exceed 400 words or two pages

- 11.a. Explain the importance of CRM for managing customer interactions in e-business. CO1K3
(or)
- 11.b. What are the key implementation strategies for e-government services in e-business? CO1K3
- 12.a. Explain the purpose of Cascading Style Sheets in web design CO2K2
(or)
- 12.b. Explain the types of tags in HTML CO2K2
- 13.a. Explain the term i) e-tailing, ii) e-auctions, iii) e-publishing and e-entertainment. CO3K3
(or)
- 13.b. Explain four E-Commerce business models in detail CO3K2
- 14.a. Explain the key applications and management of UPI in digital payment system. CO4K3
(or)
- 14.b. Explain the features of electronic payment system. CO4K2
- 15.a. Explain the types of security channels of communication. CO5K2
(or)
- 15.b. Discuss the term Security Instruction and Security Breaches in e-business. CO5K3

Part C

5 x 12 = 60

Answer ALL questions

Each answer should not exceed 800 words or four pages

- 16.a. How does the rise of e-commerce impact the business operations and the role of enterprise systems? CO1K3
(or)
- 16.b. Explain the emerging trends and technologies in e-business. CO1K3
- 17.a. Discuss the elements of Internet Services with suitable example. CO2K3
(or)
- 17.b. Explain steps involved in designing and developing e-Commerce website. CO2K2
- 18.a. Explain operational modes associated with e-commerce platform. CO3K3
(or)
- 18.b. Enumerate and describe the key applications of e-commerce across industries. CO3K3
- 19.a. Narrate the various types of electronic payment system. CO4K3
(or)
- 19.b. Explain the contribution of NPCI in the transformation of electronic payment system in India. CO4K2
- 20.a. Explain the threats associated with e-commerce security. CO5K3
(or)
- 20.b. Explain the role of certifying authority in issuing Digital Signature. Brief the penalties or consequences for misuse of digital signatures under IT Act, 2000. CO5K3
