



[Handwritten Signature]

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)
Re-accredited with 'A++' Grade by NAAC. Recognised by UGC Under Section 12B
Coimbatore - 641 043, Tamil Nadu, India

Bachelor's Degree Examination – November 2024
V Semester

Class : III UG
Major : Commerce / B.Com PA

Time: 3 Hours
Max. Marks: 100

21BCOC19 / 21BCPC19 E- Commerce

Course Outcomes:

At the end of the course, students will:

- 1: Acquaint with electronic means of conducting business.
- 2: Employ various modes of electronic delivery channels.
- 3: Administer E-marketing techniques in business.
- 4: Transform the information through e-communication mechanism
- 5: Adoption of procedures against security threats.

Part A

10 x 1 = 10

Choose the Correct Answer

1. Which is an early form of E-commerce?
a. SCM b. EDI c. E-Mail d. E-payment CO1 K1
2. This E-Commerce commercial enterprise model specifically specialises in selling services or products online.
a. Indirect Marketing b. Online Direct Marketing
c. Brick & Mortar d. Marketplace CO1 K1
3. Which is a retail fulfilment approach in which a shop doesn't hold the goods it sells in stock?
a. Aggregator Model b. Affiliate
c. Drop shipping d. Advertising Model CO2 K1
4. 4 p's are:
a. Product, Price, Place, Promotion b. People, Price, Place, Promotion
c. Pay, Public, Place, Promotion d. Product, Purchase Place, Promotion CO2 K1
5. Companies like Flipkart, Amazon and Myntra belong to which type of E-commerce (EC) segment.
a. B2B b. B2C c. P2P d. C2B CO3 K2
6. The e-marketing strategies are called,
a. Market research b. Direct sale c. Indirect sale d. Publicity CO3 K2
7. Which type of ad appears on a web page?
a. Pop-under ad b. Pop-up ad c. Banner ad d. Discount ad CO4 K2
8. Which segment do e-pay?
a. B2B b. B2C c. C2B d. C2C CO4 K2
9. The full form of CSC is
a. Card security code b. Credit security code
c. Card sender code d. Commercial security code. CO5 K2
10. Digital signature certificate is issued by ?
a. Certifying authority b. RBI
c. Central government d. State government CO5 K1

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

5 x 6 = 30

- | | |
|--|--------|
| 11.a. Define EDI and write the advantages and disadvantages in the business.
(or) | CO1 K1 |
| 11.b. Elaborate the challenges faced by Indian corporate in e-commerce. | CO1 K1 |
| 12.a. Discuss traditional marketing Vs E-Marketing.
(or) | CO2 K2 |
| 12.b. Explain M-Banking and its features. | CO2 K1 |
| 13.a. Explain the E-Payment system and its advantages.
(or) | CO3 K3 |
| 13.b. Write the various types of digital signatures and its uses. | CO3 K3 |
| 14.a. Write the importance of E-Communication.
(or) | CO4 K4 |
| 14.b. Explain the virtual education and business in India. | CO4 K4 |
| 15.a. Explain the need of network security in business.
(or) | CO5 K3 |
| 15.b. Explain M-Commerce and its advantages. | CO5 K4 |

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

5 x 12 = 60

- | | |
|--|--------|
| 16.a. Explain E-commerce and its opportunities for the industries.
(or) | CO1 K1 |
| 16.b. Discuss the E-Business Models. | CO1 K1 |
| 17.a. Explain online marketing and write the common types of online marketing.
(or) | CO2 K2 |
| 17.b. Explain the five basic components of E-SCM. | CO2 K2 |
| 18.a. Elaborate the classification of new payment system.
(or) | CO3 K3 |
| 18.b. Discuss the risk and E-payment system. | CO3 K2 |
| 19.a. Discuss the various types of E-Communication in business.
(or) | CO4 K3 |
| 19.b. Explain the need of E-Mail and its application in today's business. | CO4 K3 |
| 20.a. Explain data encryption and its types in e-commerce.
(or) | CO5 K4 |
| 20.b. Elaborate website goals and its objectives in E-Business. | CO5 K4 |
