

D 72349

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Name.....

Reg. No.....

THIRD SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2014

(UG-CCSS)

Complementary Course

BC 3C 03—E-COMMERCE MANAGEMENT

Time : Three Hours

Maximum : 30 Weightage

Part A

Answer all questions.

This section consists of three bunches of four questions each.

Each carries a weightage of 1.

I. Choose the correct answer from the following :—

1 Which products are people most likely to be comfortable buying on the Internet ?

- (a) Books. (b) PCs.
(c) CDs. (d) All of the above.

2 If one uses a URL on the net, the system will display :

- (a) Homepage. (b) Webpage.
(c) Link. (d) Banner.

3 ——— is also called citizen-to-citizen e-commerce.

- (a) B2B. (b) C2B.
(c) C2C. (d) B2G.

4 ——— is online shopping device that seals personal information in a free plug-in that can be invoked when making a purchase.

- (a) Digital purse. (b) Digital Wallet.
(c) Digital buyer. (d) All of these.

II. Fill in the blanks with appropriate words :

5 ——— means delivery of value to customers through integrated arrangement of the flow of physical goods and related information.

6 ——— is a standardized computer processable and universally accepted format for exchanging business documents.

7 E-commerce resulted in ——— distribution costs due to the elimination of middlemen.

8 ——— refers to the identification of humans by their characteristics or traits.

Turn over

III. State whether the following statements are True or False :

- 9 E-Commerce is ubiquitous or it is omnipresent.
- 10 If a message is very large, it is split into a series of data called Protocols.
- 11 The technical standards required for conducting e-commerce are universal.
- 12 Hyper Text Markup Language is used to create WebPages.

(12 × ¼ = 3 weightage)

Part B

IV. Answer *all* the questions. Each question carries 1 weightage :

- 13 What is extranet ?
- 14 What are the limitations of traditional marketing ?
- 15 What is B2C ?
- 16 What do you understand by web search engine ?
- 17 What is an electronic purse ?
- 18 Write a short note on corporate website.
- 19 What do you mean by security threat ?
- 20 What do you understand by VoIP ?
- 21 What is meant by firewall ?

(9 × 1 = 9 weightage)

Part C

V. Answer any *five* questions. Each question carries 2 weightage :

- 22 Explain how e-commerce is differentiated from e-business.
- 23 What are the limitations of e-commerce ?
- 24 What is internet advertising ? What are its benefits to the business ?
- 25 Give a brief account of e-payment in India.
- 26 Write a short note on e-commerce security.
- 27 List out the components of an e-commerce website.
- 28 What are the characteristics of supply chain management ?

(5 × 2 = 10 weightage)

Part D

VI. Answer any *two* questions. Each question carries 4 weightage :

- 29 Discuss the unique features of e-commerce.
- 30 Define EDI. What are the advantages and limitations of EDI ?
- 31 What are the features of a Website ? Enumerate the stages involved in Website development.

(2 × 4 = 8 weightage)