

Reg. No. :

Name :

Third Semester B.Com. Degree Examination, October 2019

First Degree Programme Under CBCSS

Complementary Course III

E - BUSINESS

(Common for CO 1331/CC 1331/HM 1331/CX 1331)

(2018 Admn.)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions, in **one word** to two sentences. Each question carries 1 mark.

1. Write a short **note** on e-tailing.
2. List out the names of three e-payment method.
3. Differentiate E-commerce and E-business.
4. Define WWW.
5. Define an e-citizen.
6. Write a note on Electronic fund transfer.
7. Name two popular internet browser.
8. What do you mean by digital delivery of products?

9. Write the name of any two e-commerce sites in India.
10. Write a short note on Internet marketing.

(10 × 1 = 10 Marks)

SECTION – B

Answer **any eight** questions, not exceeding **one** paragraph. **Each** question carries **2** marks.

11. Explain the term 'e-marketing'.
12. What is e-learning?
13. Describe the term B2B.
14. Explain the uses of ICT.
15. List out any two possible drawbacks of E-Commerce.
16. What role does SCM play in Business to Business model e-commerce?
17. Write a short note on e-governance.
18. What are the features of E-commerce?
19. Explain the advantages to society because of e-commerce?
20. Explain e-auction.
21. How is email useful for e-commerce?
22. What is Electronic Filing?

(8 × 2 = 16 Marks)

SECTION – C

Answer **any six** questions, not exceeding **120** words. Each questions carries **4** marks.

23. What are the advantages of E-commerce?
24. What are the different types of E-market place?

25. "CRM helps to improve the business relationship with customers". Comment.
26. Write about different advertisement strategies online.
27. Discuss in detail about the security issues connected to electronic cash transferred over internet?
28. Compare and contrast the traditional business and e business in a book business
29. Explain different steps in creating an ecommerce web site.
30. Write in detail how tourism industry can gain advantage using ecommerce websites?
31. Write note on the any of the successful Kerala e-governance initiative.

(6 × 4 = 24 Marks)

SECTION – D

Answer **any two** questions, not exceeding **four** pages. Each questions carries **15** marks.

32. What is ERP? Explain and illustrate the advantages of ERP system with the help of an example.
33. What are the major e-business models?
34. Explain any four applications of e-commerce in detail.
35. What do you mean by E-governance? Explain various types of E governance Model.

(2 × 15 = 30 Marks)