

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 x 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 x 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 x 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 x 4 = 8 weightage)