

C 30286

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Name.....

Reg. No.....

**FIFTH SEMESTER B.A./B.Sc./B.Com./B.B.A. DEGREE EXAMINATION
NOVEMBER 2017**

(CUCBCSS—UG)

Open Course

BBA VD 01—E-COMMERCE

Time : Two Hours

Maximum : 40 Marks

Part A

Answer all the questions.

Each question carries 1 mark.

1. _____ is concerned with buying and selling information products and services over computer communication network.
2. _____ is also known as cyber cash.
3. Which of the following is not an objective of SCM ?
 - (a) To reduce inventory cost.
 - (b) To increase sales.
 - (c) To improve the coordination.
 - (d) None of these.
4. B2B e-commerce has been conducted between
 - (a) Business to Bank.
 - (b) Business to Business.
 - (c) Business to Customer.
 - (d) None of these.

(4 × 1 = 4 marks)

Part B

Answer any five questions.

Each question carries 2 marks

5. What do you mean by 'Click-only' companies ?
6. What is EDI ?
7. What is C2C e-commerce ?
8. What is B2G e-commerce ?
9. What do you mean by Business to Employee e-commerce ?

Turn over

10. What is Debit Card ?
11. What do you mean by Biometrics ?

(5 × 2 = 10 marks)

Part C

*Answer any **four** questions.*

Each question carries 4 marks.

12. Distinguish between traditional commerce and e-commerce.
13. What are the drawbacks of EDI ?
14. Briefly explain the steps of B2B E-Commerce.
15. State the benefits of B2C E-Commerce.
16. Explain the basic steps of online payment.
17. What are the advantages of electronic cheques ?

(4 × 4 = 16 marks)

Part D

*Answer any **one** question.*

18. What is Supply Chain Management ? Explain the process of Supply Chain Management.
19. Compare Credit Card with Debit Card.

(1 × 10 = 10 marks)