

(6 Pages)

Reg. No. : .....

Code No. : 32121 E Sub. Code : CABE 11

B.Com. (CBCS) DEGREE EXAMINATION,  
APRIL 2023.

First Semester

Banking and E-Commerce — Allied

FUNDAMENTALS OF E-COMMERCE

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. \_\_\_\_\_ is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet.

- (a) E-commerce (b) B2B  
(c) B2C (d) C2C

2. B2B, B2C, C2B are the examples of \_\_\_\_\_ business models.

- (a) Recent (b) New  
(c) E-commerce (d) Modern

3. Faster buying process is the \_\_\_\_\_ of E-commerce.

- (a) Disadvantages (b) Advantages  
(c) Use (d) Importance

4. \_\_\_\_\_ invented electronic shopping.

- (a) Michael Aldrich (b) Michael John  
(c) John Aldrich (d) Aldrich John

5. This article identifies three layers of an electronic commerce network

- (a) one (b) two  
(c) three (d) four

6. \_\_\_\_\_ refers to all the public websites or pages that users can access on their local computers and other devices through the internet.

- (a) Amazon (b) Online portal  
(c) WWW (d) Google

7. \_\_\_\_\_ was a digital-based system that facilitated the transfer of funds anonymously.
- (a) E-cash (b) Credit card  
(c) e-payment (d) Digital payment
8. Smart Card, E-wallet, Net banking and Mobile payment are the examples of \_\_\_\_\_ system.
- (a) E-payment (b) Online  
(c) E-enterprise (d) Conventional
9. An e-business \_\_\_\_\_ allows you to expand your reach and sell to a global audience.
- (a) Enterprise (b) Organization  
(c) System (d) Process
10. Fiverr, Upwork, Olx and Quikr are the examples of \_\_\_\_\_
- (a) shopping websites (b) portal  
(c) websites (d) e-business

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).  
Each answer should not exceed 250 words.

11. (a) Write a short note on E-commerce.
- Or
- (b) Discuss the E-commerce framework in detail.
12. (a) What are the advantages of E-commerce?
- Or
- (b) Elaborate the roadmap of e-commerce in India.
13. (a) Write a short note on network infrastructure.
- Or
- (b) Explain the internet hierarchy in detail.
14. (a) Explain the importance of electronic cash.
- Or
- (b) Describe the benefits of credit card based E-payment systems.

15. (a) Differentiate between convention design and E-organization.

Or

(b) Mention the different ways of managing the E-enterprise.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).  
Each answer should not exceed 600 words.

16. (a) Explain the importance of E-commerce.

Or

(b) Write a short note on E-commerce.

17. (a) Discuss the evolution of E-commerce.

Or

(b) Explain the disadvantages of E-commerce.

18. (a) Discuss the advantages of World Wide Web.

Or

(b) Write a short note on Network layers and TCP/IP protocols.

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19. (a) Bring out the benefits of electronic payment systems.

Or

(b) Discuss the advantages of smart cards.

20. (a) Write a short note on E-business enterprise.

Or

(b) Elaborate the importance of an organization of business in an E-enterprise view.

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