

15. (a) What are the advantages of e-marketing?
Or

(b) What is 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) What are the advantages of e-commerce?
Or

(b) Explain the limitations of e-commerce.

17. (a) Explain the future of e-commerce in India.
Or

(b) State the driving forces of e-commerce.

18. (a) Discuss the features of WWW.
Or

(b) Explain internet tools and its applications.

19. (a) Explain the components of electronic payment system.
Or

(b) Mention the characteristics of e-cash.

20. (a) List out the need for e-enterprise.
Or

(b) Distinguish between traditional business and e-business.

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

First Semester

Banking and E-Commerce — Allied

FUNDAMENTALS OF E-COMMERCE

(For those who joined in July 2021-2022)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. E-commerce refers to

(a) Electronic Commerce

(b) Easy Commerce

(c) Effective Commerce

(d) Eligible Commerce

2. E-Commerce is the process of using _____.

(a) Press media

(b) Electronic media

(c) Visual media

(d) None of these



3. EDI stands for
(a) Easy Data Influence
(b) Effective Data Instal
(c) Electronic Data Interchange
(d) None
4. EFT expanded as
(a) Electronic Fund Transfer
(b) Easy Fund Transfer
(c) Easy Flexible Transfer
(d) Essay Fully Tax
5. The prime authority for technical direction of the internet lies with
(a) IAF (b) ISOC
(c) IESG (d) IETF
6. FTP refers to
(a) File Transfer Protocol
(b) Fine Transfer Picture
(c) Fake Transfer Protocol
(d) Full Taxable Product
7. E-Payments allows transfer of _____.
(a) Materials (b) Man power
(c) Money (d) Land
8. For making e-payments _____ protocol is used.
(a) NET (b) SET
(c) FTTP (d) All the above

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9. E-Marketing consist of _____ elements.
(a) 4 (b) 6
(c) 5 (d) 7
10. E-Enterprise business processes are conducted through enterprise software
(a) ERP (b) SCM
(c) SCM (d) All the above

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) What are the objects of e-commerce?
Or
(b) State the factors that promote e-commerce.
12. (a) Explain the evolution of e-commerce.
Or
(b) How interest has helped in growth of e-commerce.
13. (a) Explain LAN and WAN.
Or
(b) How does WWW work?
14. (a) Define electronic payment system.
Or
(b) Write the importance of electronic payment system.

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