



QP CODE: 25008722



25008722

Reg No :

Name :

**B.COM DEGREE (CBCS) SPECIAL REAPPEARANCE EXAMINATIONS, FEBRUARY
2025**

Fifth Semester

Complementary Course - CO5CMT07 - E- COMMERCE

Common for B.Com Model II Finance & Taxation, B.Com Model II Logistics Management, B.Com Model II Marketing , B.Com Model II Travel & Tourism, B.Com Model III Taxation, B.Com Model III Travel & Tourism and B.Com Model III Office Management & Secretarial Practice

2022 Admission Only

90AD51B2

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What is E - Sales?
2. What is forward auction?
3. What is meant by Info-mediary model?
4. Define e-mail marketing.
5. What do you mean by regression analysis technique in Big Data Analysis ?
6. Define e-sign.
7. Define E - Payment.
8. What is memory based smart cards?
9. Define Cyber Crime.
10. What is web jacking ?
11. What are the convenient ways of payment through a website using e-commerce ?
12. Define customer loyalty.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. Compare B2B with B2C E - Commerce.
14. Compare B2E with B2G E - Commerce.
15. What is e-learning? What are the advantages of e-learning ?
16. Explain ERP. Mention the components of ERP.
17. Write a short note on EFT.
18. What are threats? How are they classified ?
19. What are the main server level security measures available ? Explain.
20. Explain the components of a well-functioning good e-commerce website.
21. Explain Customer relationship management.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain the merits and demerits of electronic commerce.
23. Explain e-marketing.
24. What is Computer Virus ? Explain different types of virus .
25. Explain Website development and the ways to create websites.

(2×15=30)

