QP CODE: 25024810

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Reg No : .....

Name : .....

M.Com DEGREE (CSS) EXAMINATION, APRIL 2025

Fourth Semester

M.COM MANAGEMENT AND INFORMATION TECHNOLOGY (SF)

ELECTIVE - CM820401 - E-COMMERCE AND E-BUSINESS MANAGEMENT

2019 ADMISSION ONWARDS

5598DC35

Time: 3 Hours Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

*Weight **1** each.*

1. Write a short note on B2B model in E-Commerce.
2. What is value proposition?
3. What is E-Business? Give any two examples.
4. What are customer relationship management software?
5. Write about the functional requirements for online selling.
6. What is an EPOS System?
7. What are the primary objectives of CRM in a business firm?
8. What is meant by supply chain planning?
9. Write a short note on RBI net.
10. What is SMS banking?

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

*Weight **2** each.*

11. Critically evaluate the challenges faced by E-Commerce businesses in India.
12. Discuss some of the real world applications of E-Business solutions.

13. Briefly explain the importance of E-Business design in ensuring the business scalability.

14. Compare and contrast the merits and demerits of different types of E-Marketing.

15. What are the different types of online advertising available for E-Commerce business models.

16. Write about the order acquisition process in selling chain.

17. How does electronic payment system works? What are its components?

18. What are the advantages and disadvantages of E-Business.

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

*Weight **5** each.*

19. The functional aspects of technological convergence in E-Commerce spring from the efficiency of technical engineering. Explain.

20. Explain the concept of business process re-engineering and its relationship with the productivity paradox and ERP.

21. Explain the legal framework of E-Banking business in India.

22. Critically evalute the practices of risk management in the modern day E-businesses by citing suitable examples.

(2×5=10 weightage)