

QP CODE: 26019543



Reg No :

Name :

M.Com DEGREE (CSS) EXAMINATION, MARCH 2026

Fourth Semester

M.COM MANAGEMENT AND INFORMATION TECHNOLOGY (SF)

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

2019 Admission Onwards

F1A099EA

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

Weight 1 each.

1. What are the salient features of E-Commerce?.
2. Write a short note on B2B model in E-Commerce.
3. Make a comparison between E-Commerce and E-Business.
4. What are customer relationship management software?
5. Write about the functional requirements for online selling.
6. State the difference between EPOS and other POS system.
7. Explain the possibilities of electronic customer support.
8. What is meant by supply chain execution?
9. What is intelligent agent?
10. What is office banking?

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

Weight 2 each.

11. Explain the ways in which technological convergence apply to a business.
12. Outline different ways for ensuring sustainability in the technology oriented business solutions.
13. Briefly explain the importance of E-Business design in ensuring the business scalability.





14. Explain the nature of E-Marketing.
15. Explain the factors influencing the selection of E-Advertising strategies.
16. Explain the use of social media platform in public e-procurement system.
17. How is a teller cash dispenser different from an ATM?
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. Compare and contrast the relative merits and demerits of various E-Commerce models.
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 evaluate the practices of risk management in the modern day E-businesses by citing suitable examples.

(2×5=10 weightage)

