



QP CODE: 20100128

Reg No :

Name :

BCOM DEGREE (CBCS) EXAMINATION, FEBRUARY 2020

Fifth Semester

Complementary Course - CO5CMT07 - E- COMMERCE

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,B.Com Model III Office Management & Secretarial Practice

2017 Admission Onwards

DAC8C40F

Time: 3 Hours

Maximum Marks :80

Part A

*Answer any **ten** questions.*

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

1. What is C2B e - commerce?
2. What do you mean by chat rooms?
3. What is subscription model of e -commerce?
4. What is e-learning?
5. What do you mean by push marketing in e-marketing ?
6. What do you mean by Cyber Swachhta Kendra ?
7. List out any two services available through Net Banking ?
8. Define i - Cheque.
9. What is meant by security policy ?
10. What are Necessity Threats ?
11. What do you mean by Content Management System ?
12. Define CRM

(10×2=20)





Part B

*Answer any **six** questions.*

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

13. State the difference between traditional commerce and E - commerce.
14. Differentiate Brokerage model from Aggregator model in the context of E - Commerce.
15. Explain the purpose of online career services.
16. Explain Google analytics and its advantages.
17. What are various risks involved in e payments ?
18. What are the main types of cryptosystems ? Explain.
19. E- Commerce and Cusumer Protection . Explain.
20. Explain the ways to promote of an e-commerce website.
21. Explain Search engine optimisation in E-commerce.

(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 E- Signature ? Explain its operation and advantages
25. Explain Website development and the ways to create websites.

(2×15=30)

