



21101677

QP CODE: 21101677

Reg No :

Name :

B.COM DEGREE (CBCS) SPECIAL SUPPLIMENTARY EXAMINATION, JULY 2021

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

2018 Admission Only

8CAEFF8B

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. What is E Tailing ?
2. What is E - Marketing?
3. What do you mean by discussion blogs?
4. What are the classifications of e-publishing ?
5. Explain the concept of online entertainment.
6. What do you mean by cloud computing ?
7. List out any two advantages of using a Credit Card.
8. What is meant by NEFT ?
9. What is a Zombie ?
10. What is web jacking ?
11. What do you mean by domain name in Website development ?
12. What do you mean by supply chain management

(10×2=20)





Part B

Answer any **six** questions.

Each question carries **5** marks.

13. What are the functions of Electronic Commerce?
14. Explain the transaction cycle of an E - Commerce transaction.
15. What are the advantages of e-banking ?
16. What are the advantages of e-marketing ?
17. Explain the concept and operations of DigiCash.
18. What are threats? How are they classified ?
19. Explain any five offences and their penalties Under IT Act .
20. Explain the ways to promote of an 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 different types of E - Commerce.
23. Discuss the various initiatives of Digital India Programmme.
24. What is Firewall ? Explain the types and functions of firewall.
25. Explain the components of a good e-commerce website.

(2×15=30)

