Name................................

Reg. No................................

THIRD SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2014

(UG-CCSS)

Complementary Course

BC 3C 03—E-COMMERCE MANAGEMENT

Time : Three Hours   Maximum : 30 Weightage

Part A

Answer all questions.

This section consists of three bunches of four questions each.

Each carries a weightage of 1.

I Choose the correct answer from the following :—

1 Which products are people most likely to be comfortable buying on the Internet ?

    (a) Books.   (b) PCs.

    (c) CDs.   (d) All of the above.

2 If one uses a URL on the net, the system will display :

    (a) Homepage.   (b) Webpage.

    (c) Link.   (d) Banner.

3 ———— is also called citizen-to-citizen e-commerce.

    (a) B2B.   (b) C2B.

    (c) C2C.   (d) B2G.

4 ———— is online shopping device that seals personal information in a free plug-in that can be invoked when making a purchase.

    (a) Digital purse.   (b) Digital Wallet.

    (c) Digital buyer.   (d) All of these.

II Fill in the blanks with appropriate words :

5 ———— ———— ———— means delivery of value to customers through integrated arrangement of the flow of physical goods and related information.

6 ————.is a standardized computer processable and universally accepted format for exchanging business documents.

7 E-commerce resulted in ———— distribution costs due to the elimination of middlemen.

8 ———— refers to the identification of humans by their characteristics or traits.

Turn over

III. State whether the following statements are True *or* False :

9 E-Commerce is ubiquitous or it is omnipresent.

10 If a message is very large, it is split into a series of data called Protocols.

11 The technical standards required for conducting e-commerce are universal.

12 Hyper Text Markup Language is used to create WebPages.

(12 × ¼ = 3 weightage)

Part B

IV. Answer *all* the questions. Each question carries 1 weightage :

13 What is extranet ?

14 What are the limitations of traditional marketing ?

15 What is B2C ?

16 What do you understand by web search engine ?

17 What is an electronic purse ?

18 Write a short note on corporate website.

19 What do you mean by security threat ?

20 What do you understand by VoIP ?

21 What is meant by firewall ?

(9 × 1 = 9 weightage)

Part C

V. Answer any *five* questions. Each question carries 2 weightage :

22 Explain how e-commerce is differentiated from e-business.

23 What are the limitations of e-commerce ?

24 What is internet advertising ? What are its benefits to the business ?

25 Give a brief account of e-payment in India.

26 Write a short note on e-commerce security.

27 List out the components of an e-commerce website.

28 What are the characteristics of supply chain management ?

(5 × 2 = 10 weightage)

Part D

VI. Answer any *two* questions. Each question carries 4 weightage :

29 Discuss the unique features of e-commerce.

30 Define EDI. What are the advantages and limitations of EDI ?

31 What are the features of a Website ? Enumerate the stages involved in Website development.

(2 × 4 = 8 weightage)