

22U463

(Pages: 2)

Name:

Reg. No:

FOURTH SEMESTER B.Com. PROFESSIONAL DEGREE EXAMINATION, APRIL 2024

(CUCBCSS-UG)

(Regular/Supplementary/improvement)

CC17U BCP4 B18 – E – COMMERCE MANAGEMENT

(B.Com. Professional – Core Course)

(2017 Admission onwards)

Time: Three Hours

Maximum: 80 Marks

PART A

Answer *all* questions. Each question carries 1 mark.

I. Choose the correct answer:

1. _____ is the electronic exchange of business documents in a standard, computer processable, universally accepted format between trading partners.
a. EMI b. EDI c. EXL d. EDL
2. Electronic payment management system between a supplier and a manufacturer is an example of _____ transaction
a. B2C b. B2G c. B2B d. C2B
3. The source of revenue in a subscription revenue model is _____
a. Fees from advertisers in exchange for advertisements
b. Fees for business referrals
c. Fees from subscribers in exchange for access to content or services
d. Fees for enabling or execution a transaction
4. Which of the following represents a limiting factor for the growth of e-commerce?
a. Persistent cultural attraction of physical markets and traditional shopping experiences.
b. Inadequate selection of goods compared to physical marketplaces.
c. E-commerce lacks the convenience of other methods of transacting business
d. The potential audience for e-commerce is too low to support it as a widespread method of commerce.
5. All of the following are potential benefits of B2B e-commerce except _____
a. Reduced amount of 'first-mover' advantages
b. Decreased product cycle time
c. Increased opportunities for collaborating with suppliers and distributors
d. increased production flexibility

II. Fill up the blanks:

6. An _____ is a private computer network that uses Internet protocols and network connectivity to insecurely share part of organizations information or operations with its employees.

7. _____ is the transmission of voice traffic over IP based networks.
8. Google is an example of _____
9. _____ are web portals which focus only on one specific industry or domain.
10. Interception of a private content of a transaction while going through the route over the internet is called _____

(10 × 1 = 10 Marks)

Part B (Short answer questions)

Answer any *eight* questions. Each question carries 2 marks.

11. What is a digital certificate?
12. What is an electronic cheque?
13. What is B2G model?
14. What is a corporate website?
15. What is content marketing?
16. What is a smart card?
17. What is Phishing?
18. What is World Wide Web?
19. What is TCP/ IP?
20. What is hacking?

(8 × 2 = 16 Marks)

Part C (Short essay questions)

Answer any *six* questions. Each question carries 4 marks.

21. Explain Information Technology Act.
22. Explain some security tools in E-Business?
23. What is Mobile Commerce?
24. What are the benefits of Internet advertising?
25. What is a portal? Explain any three types of portals?
26. Differentiate internet, intranet and extranet.
27. What is supply chain management?
28. Explain working of search engine.

(6 × 4 = 24 Marks)

Part D (Essay questions)

Answer any *two* questions. Each question carries 15 marks

29. Explain the marketing strategies that can be used in E Business.
30. Explain different models used in E Business.
31. Explain the importance, features and benefits of E Commerce.

(2 × 15 = 30 Marks)
