

24U258

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Name :

Reg. No :

SECOND SEMESTER UG DEGREE EXAMINATION, APRIL 2025

(FYUGP)

CC24UCOM2MN110 - E-BUSINESS STRATEGIES

(B.Com. - Minor Course)

(2024 Admission - Regular)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

Part A (Short answer questions)

Answer *all* questions. Each question carries 3 marks.

1. Explain the term Physical Product. [Level:2] [CO1]
2. When did E-Business originate? [Level:1] [CO1]
3. Draw website following the B2B business model. [Level:2] [CO2]
4. Explain the term wholesaler and retailer in revenue model. [Level:2] [CO2]
5. What is one key disadvantage of e-tailing compared to brick-and-mortar stores? [Level:1] [CO2]
6. What is a Competitive Advantage? [Level:1] [CO2]
7. Define B2C and list out two examples of B2C. [Level:1] [CO2]
8. What do you mean by Paying via the Net (Online Payment)? [Level:1] [CO3]
9. What is Virtual Payment Card? [Level:1] [CO3]
10. What is IPR? [Level:1] [CO4]

(Ceiling: 24 Marks)

Part B (Paragraph questions/Problem)

Answer *all* questions. Each question carries 6 marks.

11. Explain the term Government to Business with mindmap. [Level:2] [CO1]
12. Explain the need of Electronic Commerce. [Level:2] [CO1]
13. How Does C2C Differ from P2P? [Level:1] [CO2]
14. What is Market Opportunity and key points to identify the opportunities. [Level:1] [CO2]
15. Describe the Sharing Economy and platforms that have joined the sharing economy. [Level:2] [CO2]
16. Explain EDI Data elements, Segments and Envelope. [Level:2] [CO3]

17. Write down ASP disadvantages.

[Level:2] [CO3]

18. What are the types of firewall?

[Level:1] [CO4]

(Ceiling: 36 Marks)

Part C (Essay questions)

Answer any ***one*** question. The question carries 10 marks.

19. Define Value of Proportion and explain its types.

[Level:2] [CO2]

20. Explain the development of E-Business over the years. Discuss its economic influence on global markets, businesses, and consumers.

[Level:2] [CO1]

(1 × 10 = 10 Marks)
