

22U5117

(Pages: 2)

Name: .....

Reg.No: .....

**FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024**

(CBCSS - UG)

(Regular/Supplementary/Improvement)

**CC19U BCM5 D01 - E-COMMERCE**

(Commerce - Open Course)

(2019 Admission onwards)

Time : 2.00 Hours

Maximum : 60 Marks

Credit : 3

**Part A** (Short answer questions)

Answer *all* questions. Each question carries 2 marks.

1. What are the benefits of E-Commerce to consumers?
2. What are the features of Tradional Commerce?
3. What is EDI?
4. What is web?
5. What are the type of webpages?
6. How does search Engines work?
7. List out any four benefits of internet Advertising.
8. What are the strengths of internet advertsing?
9. What is Advertorilas?
10. What are the features of post paid payemnt system?
11. List any two disadvantages of credit card.
12. What is Hacking?

**(Ceiling: 20 Marks)**

**Part B** (Short essay questions - Paragraph)

Answer *all* questions. Each question carries 5 marks.

13. Explain the history of E-Commerce.
14. What are the problems and challenges of E-Commerce?
15. What is the pattern of Supply Chain Management?
16. What is E-Commerce Infrastructure? Explain important infrastucture.
17. What are the influencing factors of sucessful E-Commerce?

18. Examine the need for a website.
19. What are the types of biometrics?

**(Ceiling: 30 Marks)**

**Part C** (Essay questions)

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

20. Explain the different models of E-Commerce transactions.
21. Define Biometrics. Explain briefly the various types of biometrics.

**(1 × 10 = 10 Marks)**

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