

23U547

(Pages: 2)

Name:

Reg.No:

FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19UBCM5D01 - 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. Define E-Commerce.
2. What are the features of Traditional Commerce?
3. Who are the parties involved in a supply chain?
4. What is WWW?
5. What is B2G?
6. List any four factors influencing successful e-commerce.
7. What is Home page?
8. What is multimedia?
9. What are the strengths of internet advertising?
10. List out any models of Internet advertising.
11. What is Spyware?
12. What is crypto currency?

(Ceiling: 20 Marks)

Part B (Short essay questions - Paragraph)

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

13. What are the difference between E-business and E-commerce?
14. What are the problems and challenges of E-Commerce?
15. Explain the process of setting up website for E-Commerce.
16. What is a search engine? Explain it with suitable examples.

17. Distinguish between prepaid and post paid payment system.
18. What are the disadvantages of credit card?
19. Define biometric. What are the functions of biometric system?

(Ceiling: 30 Marks)

Part C (Essay questions)

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

20. Define EDI. Examine the working and benefits of EDI.
21. What do you mean by internet advertising? What are the different models of internet advertising?

(1 × 10 = 10 Marks)
