

25U286S

(Pages: 2)

Name :

Reg. No :

SECOND SEMESTER UG DEGREE EXAMINATION, APRIL 2026

(FYUGP)

CC24UCOM2MN110 - E-BUSINESS STRATEGIES

(Commerce - Minor Course)

(2024 Admission - Supplementary/Improvement)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

Part A (Short answer questions)

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

1. Describe the key disadvantages of E-Business. [Level:2] [CO1]
2. List any five key features of E-Commerce. [Level:1] [CO1]
3. List out any three factors Defining Market Opportunity. [Level:2] [CO2]
4. List out any two special consideration of C2C. [Level:2] [CO2]
5. What is a Revenue Model? [Level:1] [CO2]
6. What are Competitive Advantage Areas? [Level:1] [CO2]
7. Define Sharing Economy. [Level:1] [CO2]
8. What is Debit Card? [Level:1] [CO3]
9. How was EDI developed? [Level:1] [CO3]
10. What is Proxy Service Firewall? [Level:1] [CO4]

(Ceiling: 24 Marks)

Part B (Paragraph questions/Problem)

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

11. What is the difference between Information Service and Shopping Service? [Level:2] [CO1]
12. Discuss how e-business has influenced global trade and opened new markets for businesses. [Level:2] [CO1]
13. Explain Business to Business in E Commerce with two examples with mindmap. [Level:2] [CO2]
14. Explain the need of Electronic Commerce. [Level:2] [CO2]

15. Explain the advantages of B2C. [Level:2] [CO2]
16. What is online Payment and Steps in a Typical Online Payment Process. [Level:2] [CO3]
17. Write down ASP disadvantages. [Level:2] [CO3]
18. Explain the factors that need to be in mind before running into an E-commerce platform. [Level:2] [CO4]

(Ceiling: 36 Marks)

Part C (Essay questions)

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

19. Define Retailing in E-Commerce. Explain its key features and discuss how it differs from traditional retailing. [Level:2] [CO1]
20. Discuss the origin and provide an overview of E-Business. Highlight its key components and how it differs from traditional business models. [Level:2] [CO1]

(1 × 10 = 10 Marks)
