

20U546

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Name:

Reg.No:

FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2022

(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?
2. Briefly explain the History of E-Commerce.
3. What are the features of Traditional Commerce?
4. State any two features of EDI.
5. Is there any limitations of E-Commerce ? Justify your answer.
6. What are the steps to E-Commerce?
7. What is Home page?
8. What is static page?
9. What is search Engine Technology?
10. What is E-Zines?
11. List any two advantages of credit card.
12. What are Trojan horse?

(Ceiling: 20 Marks)

Part B (Short essay questions - Paragraph)

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

13. What is E-Commerce Infrastructure? Explain important infrastructure.
14. What are the influencing factors of successful E-Commerce?
15. Examine the need for a website.
16. Is internet a competitive advertising media? Justify your answer.

17. What is prepaid payment system? What are its benefits?
18. What is antivirus program? What are its features?
19. What are the common features of biometric system?

(Ceiling: 30 Marks)

Part C (Essay questions)

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

20. What is supply chain Management? What are the processes involved in Supply Chain Management?
21. What do you mean by internet advertising? What are the different models of internet advertising?

(1 × 10 = 10 Marks)
