

**21U465**

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Name: .....

Reg. No: .....

**FOURTH SEMESTER B.Com. PROFESSIONAL DEGREE EXAMINATION, APRIL 2023**

(CUCBCSS-UG)

(Regular/Supplementary/improvement)

**CC17U BCP4 B18 – E - COMMERCE MANAGEMENT**

(B.Com. Professional - Core Course)

(2017 Admission onwards)

Time: Three Hours

Maximum: 80 Marks

**PART – A**

Answer *all* questions. Each question carries 1 mark.

1. Purchasing and selling products online is referred to as?  
a. E-Commerce      b. Cyber-Selling      c. Hyper-Marketing      d. Euro-Conversion
2. What is an early form of E-Commerce?  
a. EDI      b. SCM      c. Both of these      d. None of the above
3. The idealistic market that was envisioned at the commencement of the development of electronic commerce is known as  
a. Bertrand market      b. Baxter market      c. Bailey market      d. Bergman market
4. Which one is an example of an Internet portal?  
a. E-bay      b. Yahoo      c. Amazon      d. Facebook
5. In what year was the World Wide Web (WWW) first launched?  
a. 1994      b. 1992      c. 1996      d. 1990

Fill up the blanks:

6. The term E –Business was first used by \_\_\_\_\_
7. \_\_\_\_\_ is the second domain of EDI.
8. \_\_\_\_\_ is the process of doing business online
9. \_\_\_\_\_ networks provides a platform for business to bid on government opportunities which are in the form of RFPs.
10. \_\_\_\_\_ is a virtual vandal creates fake site masquerading as yours to steal data from unsuspecting customers or just disrupt your business.

**(10 × 1 = 10 Marks)**

**PART B (Short Answer Questions)**

Answer any *eight* questions. Each question carries 2 marks.

11. Define E- commerce.

12. Differentiate between intranet and extranet.
13. What are the various benefits of VOIP?
14. What is electronic cash?
15. What are the different types of biometrics?
16. What are the various components of web sites?
17. What is internet advertising?
18. Differentiate between hacking and copy wright violation.
19. What do you know about mobile commerce?
20. Write the properties of Digital cash.

**(8 × 2 = 16 Marks)**

**PART C (Short Essay Questions)**

Answer any *six* questions. Each question carries 4 marks.

21. What are the various features of E-commerce?
22. How E- commerce affect the supply chain management?
23. Explain the structure and features of E-COMMERCE.
24. What are the various types of search engines?
25. What are the various types of web portal?
26. What are the various security issues that occur in electronic payment system?
27. What is smart card? Explain the history of smart card.
28. Distinguish between e- commerce and e- business.

**(6 × 4 = 24 Marks)**

**PART D (Essay Questions)**

Answer any *two* questions. Each question carries 15 marks.

29. Explain the various models of E- commerce. How can you design a web site for E-commerce?
30. What are the various models of internet advertising? Explain its limitations and role as a competitive advertising media.
31. What are the various security issues occurs in electronic payment systems? What are the various solutions used for security issues?

**(2 × 15 = 30 Marks)**

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