

21U547

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Name: .....

Reg.No: .....

**FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2023**

(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 is E-business?
2. Explain the term Bargaining.
3. How EDI helps to improve Competitive Edge?
4. Is there any limitations of E-Commerce? Justify your answer.
5. Who are the parties involved in a supply chain?
6. What is M-Commerce?
7. What is the concept of website design?
8. What are the important reasons for having and operating a website?
9. What is search Engine Technology?
10. What is contextual Advertisements?
11. List any two advantages of Debit card.
12. What is Eye biometrics?

**(Ceiling: 20 Marks)**

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

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

13. Write a short note on Business to consumer model.
14. What are the influencing factors of successful E-Commerce?
15. Examine website Architecture.
16. Is internet a competitive advertising media? Justify your answer.

17. What are the disadvantages of E-cheque?
18. Write a brief note on digital signature and encryptions.
19. What is firewall? How it functions?

**(Ceiling: 30 Marks)**

**Part C (Essay questions)**

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

20. Define E-Commerce. Explain the importance and benefits of E-Commerce.
21. What do you mean by internet advertising? What are the different models of internet advertising?

**(1 × 10 = 10 Marks)**

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