23U463 (Pages: 2) Name: …………..……….

Reg. No……………………

FOURTH SEMESTER B.Com. PROFESSIONAL DEGREE EXAMINATION, APRIL 2025

(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 I

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

1. Which E-commerce model involves direct transactions between businesses?

    a) B2C   b) B2G   c) B2B   d) C2C

2. HTTP stands for?

    a) Hypertext Transmit Protocol   b) Hypertext Transfer Protocol

    c) High-Technology Transaction Platform   d) Hosted Terminal Transfer Process

3. Which of the following companies launched 'Shopsy', an e-commerce platform?

    a) Google   b) Amazon   c) Paytm   d) Flipkart

4. The IT Act was passed by the Parliament of India in which year?

    a) 2010   b) 1999   c) 2000   d) 2020

5. Which of the following is an example of a prepaid payment system?

    a) Debit Card   b) E-Wallet   c) Credit Card   d) EFT

6. In the _____ model, consumers sell directly to other consumers

7. A collection of web pages accessible via the internet is known as a _____

8. Using unique biological traits for identification is called _____

9. Unauthorized access to computer systems and accounts is called _____

10. A digital equivalent of a handwritten signature is a _____

(10 × 1 = 10 Marks)

PART II (Short answer questions)

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

11. What do you mean by an E-Business?

12. What are B2G transactions?

13. What is search engine optimization?

14. What do you mean by an electronic purse?

15. What is Phishing?

16. What is EDI?

17. What is intranet?

18. Mention any two limitations of Debit Cards.

19. What is extranet?

20. What do you mean by E-Locking?

(8 × 2 = 16 Marks)

PART III (Short essays questions)
Answer any *six* questions. Each question carries 4 marks.

21. Differentiate between E-Commerce and traditional commerce.

22. Compare the benefits and limitations of E-Commerce for a small manufacturing unit.

23. Explain the significance of E-business infrastructure (Internet, HTTP etc) for retail E-commerce.

24. What is the relevance of internet advertising in the modern era?

25. Explain Electronic Fund Transfer (EFT) and discuss various methods of EFT.

26. What are the recent trends in E-Commerce?

27. Briefly explain about any four popular e-commerce platforms.

28. Explain the provisions of the IT Act 2000, relevant for E-Commerce.

(6 × 4 = 24 Marks)

PART IV (Long essays questions)
Answer any *two* questions. Each question carries 15 marks.

29. Compare and contrast different models of E-Commerce, with relevant examples.

30. What is website? What are the traffic generating methods?

31. Discuss the various security threats to E-commerce platforms and transactions. Suggest solutions to these security threats.

(2 × 15 = 30 Marks)

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