FOURTH SEMESTER UG DEGREE EXAMINATION, APRIL 2025
(Regular/Improvement/Supplementary)
B.Com. PROFESSIONAL
GBCP4B18T: E-COMMERCE MANAGEMENT

Time: 3 Hours   **Maximum Marks: 80**

PART A: Answer *all* the questions. Each carries *one* marks.
Choose the correct answer.

1. Which of the following are not a drawback of public B2B exchanges?

    A. Customer Satisfaction   C. Lack of customization

    B. Limited supplier participants   D. None of the above

2. www was developed by

    A. Tim Berners Lee   C. Chester Bernard

    B. Linus Torvald   D. None of the above

3. The purpose of _____ page is to provide links to other pages.

    A. Home page   C. Summary page

    B. Web page   D. None of these

4. This type is highly useful to those customers who would like to control over spending

    A. Prepaid system   C. Both

    B. Postpaid system   D. None of the above

5. _____ is basically a secure gate between our organization data and internet.

    A. Network firewall   C. Both of these

    B. Antivirus   D. None of these

Fill in the blanks.

6. The main objective of G2C websites is to _____.

7. SMTP stands for _____.

8. _____ website is one that changes or customizes itself frequently and automatically based on certain criteria.

9. E-cash was developed in the year _____.

10. _____ is the process of sending huge volumes of e-mail to a target address to overflow the mailbox.

                                              (10 x 1 = 10 Marks)
                                                       (PTO)

PART B: Answer any *eight* questions. Each carries *two* marks.

11. What is an FTP protocol?

12. What is a corporate website?

13. List out any four popular search engines.

14. Define E-Branding.

15. What is a debit token?

16. Comment on market strategy.

17. What is a micro payment?

18. Mention the application of facial recognition system.

19. What is cyber law?

20. List out the main issues addressed by IT Act.

(8 x 2 = 16 Marks)

PART C: Answer any *six* questions. Each carries *four* marks.

21. Give an account on the disadvantages of B2C model.

22. What are the demerits of M-commerce?

23. Explain the types of e-purse.

24. Write a note on audio and video standards?

25. Explain the components of a website.

26. Give a note on the merits of online advertising.

27. Differentiate between e-business and e-commerce.

28. Explain in detail about the advantages and disadvantages of credit cards.

(6 x 4 = 24 Marks)

PART D: Answer any *two* questions. Each carries *fifteen* marks.

29. Explain about SCM process and types of supply chain systems.

30. Write a detailed account on the advantages and disadvantages of intranet.

31. Discuss about the types and removal methods of malware.

(2 x 15 = 30 Marks)