

FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024

(Regular / Improvement / Supplementary)

COMPUTER APPLICATION

GBCM5D01T: E-COMMERCE

(OPEN COURSE)

Time: 2 Hours

Maximum Marks: 60

**SECTION A: Answer the following questions. Each carries *two* marks.
(Ceiling 20 marks)**

1. Define E-Commerce.
2. Differentiate between E-Commerce and traditional commerce.
3. What is meant by EDI?
4. List two benefits of E-Commerce.
5. What is C2C Business model?
6. Mention two components of a website.
7. What is E-wallet?
8. What is biometrics?
9. Define corporate website.
10. Comment on the role of search engine in E-commerce.
11. What is credit card?
12. Write the important challenges of E-Commerce.

**SECTION B: Answer the following questions. Each carries *five* marks.
(Ceiling 30 marks)**

13. Compare E-Business and E-Commerce.
14. Discuss the history of E-Commerce.
15. Explain the impact of E-Commerce on SCM.
16. Describe the key features of successful E-Commerce website.
17. Explain the emergence of the internet as a competitive advertising medium.
18. Discuss the security issues associated with EPS.
19. Compare prepaid and postpaid payment systems.

SECTION C: Answer any *one* question. The question carries *ten* marks.

20. Explain in detail the various business models of E-Commerce and their significance.
21. Elucidate the various models of internet advertising and its key weaknesses.

(1 × 10 = 10 Marks)