STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2015-16 and thereafter)

M.Com. DEGREE EXAMINATION SEPTEMBER 2020
COMMERCE
FOURTH SEMESTER

COURSE : MAJOR – CORE
PAPER   : PRINCIPLES OF E-COMMERCE
TIME   : 90 MINUTES   MAX. MARKS: 50

Section - A
Answer any three questions: **(3 x 10 = 30)**

1. In the last decade E-Commerce business has seen exponential growth across the world. Discuss the core functions of e-commerce and also state the key differences between traditional commerce and E-commerce.

2. A handicrafts manufacturer from Jaipur is setting up an E-Commerce portal. Describe the various e-advertising measures you would suggest to promote this business.

3. E-commerce has transformed the way business is done in India. The Indian E-commerce market is expected to grow to US$ 200 billion by 2026 from US$ 38.5 billion as of 2017. In the light of the above statement discuss the growth drivers and the problems faced by the E-Commerce industry in India.

4. What is Cyber -Crime? Explain the various types of cyber- crimes with appropriate examples.

Section-B
Answer any one question: **(1 x 20 = 20)**

5. Paperless e-commerce payments have revolutionized the payment processing by reducing paper work, transaction costs, and personnel cost. Discuss the different forms of e-commerce payments in use today.

6. Explain the e-commerce business models with suitable examples.

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