

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

**SUBJECT CODE: 15CM/MC/EC64**

**B.Com. / B.Com (CS) DEGREE EXAMINATION SEPTEMBER 2020**

**COMMERCE**

**CORPORATE SECRETARYSHIP**

**SIXTH SEMESTER**

**COURSE : MAJOR – CORE**

**PAPER : E-COMMERCE**

**TIME : 90 MINUTES**

**MAX. MARKS: 50**

**Section-A**

**Answer all the Questions**

**(7X2=14)**

1. Define E-Commerce.
2. What is Intranet and Extranet?
3. Define C2B model of transaction relationship.
4. Write a note on Bitcoin.
5. What is Website Security Risk?
6. Mention any two demerits of traditional marketing.
7. What are smart cards?

**Section-B**

**Answer any Two Questions**

**(2X8=16)**

8. Write a brief note on the following: i) Aggregator ii) Value chain Models.
9. Explain the different types of online payment.
10. Explain the concept and components of Firewall system.

**Section-C**

**Answer any One Question**

**(1 X20=20)**

11. Bring out the differences between E-commerce and Traditional commerce. List out the advantages and disadvantages of E-commerce.
12. Explain in detail the various methods of advertising in the internet.

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