

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.**  
**(For candidates admitted during the academic year 2015 – 2016 and thereafter)**

**SUBJECT CODE: 15CM/MC/EC64**  
**B.Com & B.Com (CS) DEGREE END SEMESTER EXAMINATION - APRIL 2021**  
**COMMERCE**  
**CORPORATE SECRETARYSHIP**  
**SIXTH SEMESTER**

**COURSE : MAJOR CORE**  
**PAPER : E - COMMERCE**  
**TIME : 90 MINUTES**

**MAX. MARKS: 50**

**Section A**

**Answer all questions:**

**(7 x 2 = 14)**

1. What do you mean by Content Marketing?
2. State the meaning of Encryption.
3. Write a short note on E – branding.
4. List the primary components of a Firewall.
5. Differentiate between Symmetric Key and Asymmetric Key.
6. Define E – commerce.
7. Name any two C2C websites in E – commerce.

**Section B**

**Answer any TWO questions:**

**(2 x 8 = 16)**

8. What are the steps involved in B2C process?
9. Discuss the Network and Website security Risks involved in online websites.
10. What is E – cash? Explain in detail on various types of E – cash.

**Section C**

**(1 X 20 = 20)**

**Answer any ONE question:**

11. Explain in detail on E – business models based on the relationship of transaction types.
12. What is E – advertising? Elucidate on the various means of E – advertising.

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