

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.**

**COURSE CODE: 19CM/MC/EM53**

**B.COM DEGREE EXAMINATION – NOVEMBER 2021**

**COMMERCE – SHIFT II**

**COURSE : MAJOR – CORE**

**PAPER : E-ENTERPRISE MANAGEMENT**

**TIME : 3 HOURS**

**MAX. MARKS: 100**

**SECTION – A**

**Answer all the questions:**

**(7 x 4 = 28)**

1. What is the need for E-commerce?
2. Give an example for each of the following i) B2B ii) B2C iii) C2B iv) C2C
3. Write down the difference between intranet and extranet.
4. What are the different types of electronic payment systems? Mention with examples.
5. Why is it necessary to have a delivery management software?
6. What is cryptography? Give out its application.
7. Virtual communities is an effective way to promote your business. Comment.

**SECTION – B**

**Answer any TWO questions:**

**(2 x 16 = 32)**

8. What is Electronic Fund Transfer? Is Electronic Fund Transfer devoid of challenges?
9. The performance of the organization is greatly enhanced with the practices of E-HRM. Comment.
10. Traditional form of governance is moving towards E-governance. Will it be effective?

**SECTION – C**

**Answer any ONE question:**

**(1 x 40 = 40)**

**11. (a) Social media marketing is an indispensable marketing strategy in the current times. (15 Marks)**

(b) Ariel, detergent brand from P&G in a smart campaign raised question about gender equality. The campaign kicked off with the question “Is laundry only a woman’s job?” and sensitized men to #ShareTheLoad. Later in the second phase it launched a men’s selfie campaign #WashBucketChallenge where men submitted their picture doing washing chores. The campaign was a huge success.

Elaborate on the reasons as to why it became successful? (10 Marks)

(c) Write down a social media campaign connecting your brand with a social cause. (15 Marks)

12. (a) E-commerce has its own pros and cons. Explain with examples. (15 Marks)

(b) The rights of the consumers purchasing online is protected through the rules of the government. Elaborate on the provisions of Consumer protection (E-commerce) Rules 2020. (15 Marks)

(c) Explain the different models of E-commerce. State any two company or business models as examples (10 Marks)

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