

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086**  
**(For candidates admitted during the academic year 2019-20 and thereafter)**

**COURSE CODE: 19AF/ME/EC45**

**B.Com. DEGREE EXAMINATION – APRIL 2022**  
**ACCOUNTING & FINANCE**  
**SIXTH SEMESTER**

**COURSE : MAJOR ELECTIVE**  
**COURSE TITLE : E - COMMERCE**  
**TIME : 3 HOURS**

**MAX. MARKS: 100**

**SECTION – A**

**Answer all the questions:**

**(10 x 2 = 20)**

1. Write a short note on Internet.
2. State two disadvantages of using E-Commerce.
3. List two examples of C2B business model.
4. What is digital marketing?
5. Write a short note on digital currency.
6. Point out the forms of making electronic payment.
7. State the meaning of data protection.
8. List out the principles of Information Security System.
9. What is E-Branding?
10. List two examples of subscription model.

**SECTION – B**

**Answer any five questions:**

**(5 x 8 = 40)**

11. Highlight the features and advantages of extranet.
12. Describe the meaning and objectives of E – Governance.
13. Explain the process of digital marketing.
14. Analyze the characteristics of electronic payment system.
15. Point out the difference between E-Advertising and digital marketing.
16. Summarize the features of Information Technology Act, 2000.
17. Analyze the effect of pandemic on E-Commerce businesses.

**SECTION – C**

**Answer any two questions:**

**(2 x 20 = 40)**

18. Compare traditional business and E-business.
19. Elaborate the types of digital marketing platforms with examples.
20. Explain the types, advantages and limitations of electronic payment system.
21. Explain E-Business models with relevant examples.

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