

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2019– 2021 and thereafter)
SUBJECT CODE: 19CM/MC/EM53

B.Com. DEGREE EXAMINATION NOVEMBER 2022
COMMERCE
FIFTH SEMESTER

COURSE : MAJOR – CORE
PAPER : E-ENTERPRISE MANAGEMENT
TIME : 3 HOURS

MAX. MARKS: 100

SECTION – A

ANSWER ALL QUESTIONS: (10 x 2 = 20)

1. Write a short note on B2C business model.
2. Mention any two advantages of E-Business.
3. What is Extranet?
4. What is a firewall?
5. Write a short note on E-Wallet.
6. Define Cryptography.
7. Write a short note on Delivery Management System in E-Marketing.
8. Write any two disadvantages of Social Media Marketing.
9. What are Virtual Communities?
10. Write a short note on Ethical Issues in E-Business.

SECTION – B

ANSWER ANY FIVE QUESTIONS: (5 x 8 = 40)

11. Explain the significance of E-Commerce in the Pandemic period.
12. What would be the future of E-Commerce in India? Comment on its advantages and disadvantages.
13. What are the required infrastructures for running an E-Enterprise?
14. Explain the concept of E-HRM. What are the challenges of E-HRM?
15. What are the different types of Electronic Payment System?
16. What are the challenges in Electronic Fund Transfer?
17. Explain the trends and developments of Information Technology Act in India.

SECTION – C

ANSWER ANY TWO QUESTIONS: (2 x 20 = 40)

18. Explain the impact of E-HRM practices in developing the organizational performances.
19. What are the different kinds of security threats to E-Enterprises?
20. Elaborate on the various kinds of E-Business models and its significances.
21. Explain Social Media Marketing. What are the advantages and disadvantages of Social Media Marketing?
