

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 2023
ACCOUNTING & FINANCE
FOURTH 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 note on Extranet.
- 2) Define E-Commerce
- 3) Give any two examples of B2B Business.
- 4) Explain the term E-Governance.
- 5) What is Digital Marketing?
- 6) Write a note on E-Branding.
- 7) What is Digital Signature?
- 8) Explain any two benefits of Smart card.
- 9) What is Cyber Security?
- 10) Define Information Technology.

SECTION – B

Answer any five questions:

(5 x 8 = 40)

- 11) Explain the features of E-Commerce.
- 12) List out the differences between Traditional Commerce and E-Commerce.
- 13) Write a short note on a) Info-mediary model b) Advertising Models.
- 14) State the various means of E-Advertising.
- 15) What are the Risks associated with Electronic Payment System?
- 16) State the salient features of Information Technology Act, 2000.
- 17) Explain the principles of Information System Security.

SECTION – C

Answer any two questions:

(2 x 20 = 40)

- 18) Discuss elaborately the four E-Commerce Business Models with Examples.
- 19) Describe the various digital marketing strategies that are applied in online marketing.
- 20) Enumerate the various modes of Electronic Payment System.
- 21) List out the various types of cyber crime.
