

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2019– 2021 and thereafter)

B.Com. DEGREE EXAMINATION NOVEMBER 2023
COMMERCE
FIFTH SEMESTER

COURSE : MAJOR – CORE
PAPER : E-ENTERPRISE MANAGEMENT
SUBJECT CODE : 19CM/MC/EM53
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

ANSWER ALL QUESTIONS: (10 x 2 = 20)

1. Define E-Enterprise.
2. Explain C2B business model.
3. What is Extranet?
4. Define E HRM.
5. Write a short note on Electronic Payment System.
6. What is Cryptography?
7. Define E governance.
8. What is Social Media Marketing?
9. Explain Ethical issues in E business.
10. What are the features of Online Consumer Rights?

SECTION – B

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

11. What are the Challenges of e commerce?
12. Bring out the Significance of E HRM.
13. Explain in detail the Communication Process involved in Electronic Data Interchange.
14. What are the advantages of Electronic Payment System?
15. Elucidate the Internet Security Threats to E-business.
16. Explain Delivery Management System. How does it impact E-Marketing?
17. List out the Legal and Ethical Issues related to E-Business.

SECTION – C

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

18. Describe the various E-Commerce business models. Explain with its advantages.
19. What are the necessary E-Business Infrastructure required? Explain in detail.
20. Explain the various types of Electronic Payment System.
21. What is Social Media Marketing? List out the Advantages and Disadvantages of Social Media Marketing.
