

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086
(For candidates admitted from the academic year 2023 – 2024)

M.A. / M.Com. / M.Sc. DEGREE EXAMINATION, APRIL 2024
SECOND SEMESTER

COURSE : MAJOR ELECTIVE

PAPER : E-COMMERCE AND CONTENT MANAGEMENT SYSTEMS

SUBJECT CODE: 23CS/PE/EC23

TIME : 1 ½ HOURS

MAX. MARKS: 50

Q. No.	SECTION A Answer all the questions (6 X 5 = 30)	CO	KL
1.	a) What are E-Business Models? Explain. (OR) b) What is E-Commerce and World Wide Web? Explain.	CO1	K1
2.	a) Explain the strategies for developing electronic commerce website. (OR) b) Summarize on WordPress and RSS feeds.	CO1	K2
3.	a) Develop a CMS website and explain how it works. (OR) b) Develop a website using Themes and Widgets.	CO2	K3
4.	a) Choose ways to publish contents to the front page of web site. (OR) b) Apply WordPress SEO for a real time website.	CO2	K3
5.	a) Infer the steps followed to create a new and manage existing content in a website. (OR) b) Compare Pages vs Posts in WordPress.	CO3	K4
6.	a) Analyse Electronic Payment Systems and its types in detail. (OR) b) Examine Electronic Commerce Security.	CO3	K4
Q. No.	SECTION B Answer all the questions (2 x 10=20)	CO	KL
7.	a) Apply user management options for a sample website. (OR) b) Apply menus and menu items using Menu Manager in WordPress.	CO2	K3
8.	a) Examine Plugins and Media Libraries in WordPress. (OR) b) Analyse how to manage cart, product and store settings in Easycart.	CO3	K4