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

B.Com. DEGREE EXAMINATION NOVEMBER 2024
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. State the differences between Intranet and Extranet.
2. Compare between Private key and Public key.
3. What do you understand by a Brokerage Model?
4. What is the main purpose of the IT Act, 2000?
5. Write a short note on phishing.
6. What is meant by 2 tier architecture?
7. What is EDI? List its components.
8. What is Search Engine Optimization?
9. Write a note on Debit Clearing Service.
10. What is cryptography?

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

11. Briefly explain the Aggregator Model.
12. What is Social Media Marketing? Explain the pros and cons of social media marketing.
13. What is Electronic Payment System? Explain the various types of EPS currently available for online shoppers with suitable examples.
14. Discuss the emerging trends in Information Technology.
15. Explain the concept of E-governance and EDI and its significance.
16. Briefly explain the online consumer protection rights.
17. Classify the various means of online advertising and explain its importance.

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

18. Critically evaluate the various e-business models with relevant example and suggest the best model suited for perishable products.
19. Comment on types of HRM functions and its impact on e-business.
20. Assess the different components of a firewall and types of security risks with examples.
21. Elucidate the legal, ethical and privacy issues faced by consumers in E-Commerce business.

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