

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86
(For candidates admitted from the academic year 2023 – 2024 and thereafter)

B.COM. DEGREE EXAMINATION - APRIL 2026
ACCOUNTING AND FINANCE
FOURTH SEMESTER

COURSE : MAJOR-ELECTIVE
PAPER : E-COMMERCE
SUBJECT CODE : 23AF/ME/EC45
TIME : 3 HOURS

MAX. MARKS: 100

SECTION A				
Q. No.	Answer all questions not exceeding 50 words	(5 x 2 = 10)	CO	KL
1	Define “E-Commerce”.		1	1
2	What is phishing?		1	1
3	Who is an aggregator?		1	1
4	Write a note on E-Branding.		1	1
5	What is electronic payment system?		1	1
SECTION B				
Q. No.	Answer any 4 questions not exceeding 150 words	(4 x 5 = 20)	CO	KL
6	Explain the advantages of e-marketing.		1	2
7	Bring out the differences between private key and public key.		1	2
8	What is the main purpose of Information Technology Act 2000?		1	2
9	State the difference between Internet and Intranet.		1	2
10	What are the different web advertising formats?		1	2
11	Write a note on digital signature.		1	2
SECTION C				
Q. No.	Answer the following questions not exceeding 500 words	(4 x 10 = 40)	CO	KL
12	(a) Differentiate between E-Commerce and traditional commerce. (Or) (b) Explain various means of E-Advertising.		2	3
13	(a) Explain the steps involved in B2C. (Or) (b) Enumerate the suspension and revocation of digital signature certificate		2	3
14.	(a) Discuss the different types of online payment system. (Or) (b) Describe the various digital marketing strategies that are applied in online marketing.		3	4
15.	(a) Discuss the emerging trends in Information Technology. (Or) (b) Explain the advantages and disadvantages of E-Commerce.		3	4

SECTION D			
Q. No.	Answer the following in not exceeding 1000 words (2 x 15 = 30)	CO	KL
16.	a) Explain the various models based on the relationship of transaction types in E-Commerce. <p style="text-align: center;">(Or)</p> b) Discuss the various offences and penalties under Information Technology Act 2000.	4	5
17.	a) Analyze the various elements involved in E-Branding and its critical impact in E-Commerce businesses. <p style="text-align: center;">(Or)</p> b) Describe the risks associated with Electronic Payment System.	5	6
