

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

M.COM DEGREE EXAMINATION, APRIL 2026
COMMERCE DEPARTMENT
FOURTH SEMESTER

COURSE : ELECTIVE
PAPER : E-COMMERCE
SUBJECT CODE : 23CM/PE/EC15
TIME : 3 HOURS

MAX. MARKS: 100

SECTION A				
Q. No.	Answer all the questions	(4 x 5 = 20)	CO	KL
1	Differentiate between Electronic commerce and traditional commerce.		1	K1
2	Summarise the recent new technologies used in E-commerce.		2	K2
3	Construct the components of effective E-payment system.		1	K1
4	Compare and contrast between digital signature and electronic signature.		2	K2
SECTION B				
Q. No.	Answer the following questions	(4 x 10 = 40)	CO	KL
5	A) Discuss the benefits of e-commerce to businesses, consumers and society and its limitations. (OR) B) Narrate the various Models of e-commerce.		3	K3
6	A) Bring out the differences between Push Approach in Web Design and pull Approach in Web Design. (OR) B) Build the role of web site in B2C e-commerce.		3	K3
7	A) Explain the different types of E - payment systems. (OR) B) Summarize the differences between RFID and QR Code.		4	K4
8	A) Describe the various strategies used for protecting E-Commerce Assets and intellectual property. (OR) B) Explain the components of E-commerce Risk Management.		4	K4
SECTION C				
Q. No.	Answer any two questions	(2 x 20 = 40)	CO	KL
9	Elucidate the need, functions and scope for E-commerce.		5	K5
10	Examine the meaning, advantages, challenges and solutions for E-Governance.		5	K5
11	Elaborate on the types and sources of E-commerce threats.		5	K5
