

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086**  
**(For candidates admitted during the academic year 2011 – 12 & thereafter)**

**SUBJECT CODE: 11CM/UI/EC23**

**B.A. / B.Sc. / B.Com. / B.V.A. / B.S.W / B.C.A. DEGREE EXAMINATION**  
**APRIL 2015**

**COURSE : INDEPENDENT ELECTIVE**  
**PAPER : PRINCIPLES OF E-COMMERCE**  
**TIME : 3 HOURS**

**MAX.MARKS:100**

**SECTION – A**

**ANSWER ALL TEN QUESTIONS.**

**(10X3=30)**

1. Define e-commerce.
2. Explain the following terms:  
a) NEFT                      b) EDI                      c) RTGS.
3. State the limitations of internet marketing.
4. What is called 'Phishing'?
5. Distinguish between credit card and debit card.
6. What do you mean by encryption?
7. What is the importance of e-governance?
8. What do you understand by 'Fire wall'?
9. What is called an e-wallet?
10. Explain the concept of e-branding.

**SECTION – B**

**ANSWER ANY FIVE QUESTIONS**

**(5X6=30)**

11. Social network sites are used as a media for reaching out to prospective customers. Explain this concept with respect to Face Book and YouTube.
12. What the various threats in online shopping? Explain are the various security measures a firm could establish to save guard its web site.
13. Explain the concept of e-advertising. How effective is e-advertising?
14. Explain the various modes of payment prevalent in online shopping. Which mode is most adapted by online shoppers in India.
15. Briefly explain the customer satisfaction towards online shopping.
16. Explain the technical and legal issues pertaining to cyber crimes. Explain the protection available for online customers in India.
17. Distinguish between mobile banking and e-banking.

**SECTION – C**

**ANSWER ANY TWO QUESTIONS.**

**(2X20=40)**

18. Briefly explain the evolution of e-commerce. What are the prospects and challenges for e-commerce in India?
19. What do you understand by e-transition? Explain the e-transition challenges faced by the Indian retail industry.
20. What do you understand by online shopping? Is online shopping a threat to traditional shopping? Elucidate the pros and cons of e-shopping.
21. What do you understand by online banking? Explain the recent advancements and the impact of Information Technology in the Banking Industry.

**\*\*\*\*\***