

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2015 – 16)

SUBJECT CODE: 15CM/PC/EC44

M.Com. DEGREE EXAMINATION APRIL 2017
COMMERCE
FOURTH SEMESTER

COURSE : CORE
PAPER : PRINCIPLES OF E-COMMERCE
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

ANSWER ANY SIX QUESTIONS (MAX. 500 WORDS): **(6 x 10 = 60)**

1. Explain the advantages and disadvantages of E-Commerce.
2. Discuss the current scenario of E-Business in India.
3. 'Selling products online is in the 'growth' stage of product/service life cycle, in India' – Do you agree? Substantiate your views?
4. Discuss the applications and benefits of E-Commerce in banking sector in India.
5. Explain the various security related issues in detail.
6. Write about 'Cyber Crime' and the protection to Cyber Consumers in India.
7. Elaborate the processes involved in B2C.
8. Write short notes on:
 - a. [i] E – Branding
 - b. [ii] Mobile Marketing

SECTION – B

ANSWER ANY TWO QUESTIONS (MAX. 1200 WORDS): **(2 x 20 = 40)**

9. Explain and discuss elaborately about the 'Cashless Transactions', its advantages and disadvantages.
10. Write notes on:
 - a. [i] Online payment systems
 - b. [ii] Offline Payment systems
 - c. [iii] Electronic Funds Transfer
 - d. [iv] Payment Security Risks and Measures
11. What are the various issues in E-Commerce implementation? Explain the ways of managing the customers and related issues.
12. Compare the differences between 'Electronic Commerce' and 'Traditional Commerce'.

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