

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

**SUBJECT CODE:15CM/MC/EC64**

**B.Com. / B.Com (CS) DEGREE EXAMINATION APRIL 2018**  
**COMMERCE**  
**CORPORATE SECRETARYSHIP**  
**SIXTH SEMESTER**

**COURSE : MAJOR – CORE**  
**PAPER : E-COMMERCE**  
**TIME : 3 HOURS**

**MAX. MARKS: 100**

**Section A**

**Answer ALL the questions.**

**(10 x 2 = 20)**

1. Define E Commerce.
2. List out any four commercial usage of Internet.
3. Define B2B business model.
4. What do you mean by Value chain in E Commerce?
5. Write a short note on Traditional Marketing.
6. What is E branding?
7. Write a short note on Debit Card.
8. What is Electronic Payment System?
9. What is Website Security Risk?
10. Define Firewall.

**Section B**

**Answer Any FIVE questions.**

**(5 x 8 = 40)**

11. Explain the difference between E-Commerce and Traditional Commerce.
12. What are the different types of models based on relationship of transaction parties?
13. Explain briefly on the emergence of internet in the modern business era.
14. Bring out the limitations of online marketing.
15. Write a short note on payment risk through electronic system.
16. What are the guidelines to be followed for a secured electronic payment?
17. Write elaborately on email and internet security.
18. Explain the concept and components of Firewall system.

**Section C**

**Answer Any TWO questions.**

**(2 x 20 = 40)**

19. List out the advantages and disadvantages of e-commerce.
20. Write a brief note on the following: i) Aggregator ii) Brokerage iii) Value chain iv) Subscription Models.
21. Explain the trends and strategies of Internet Marketing.
22. Explain the various types of Online payment that could be made by an user.

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