

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

SUBJECT CODE: 15CM/PC/EC44

M.Com. DEGREE EXAMINATION APRIL 2018
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. Define E- commerce. Explain the scope of E- commerce.
2. Distinguish between Electronic commerce and Traditional commerce.
3. What are the problems of E- business?
4. Bring out the advantages and problems of marketing through internet.
5. List out the benefits of EFT.
6. What are the security risks involved in E- commerce payment systems? Suggest measures to manage security risks.
7. Enumerate the advantages of Online retailing.
8. What are the advantages and disadvantages of E- advertising?

SECTION – B

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

9. What are the advantages and limitations of E- commerce?
10. Describe the different E- commerce models.
11. List out the features of E- marketing.
12. Explain the components of E- commerce payment systems.

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