

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

SUBJECT CODE:15CM/MC/EC64

B.Com. / B.Com (CS) DEGREE EXAMINATION APRIL 2019
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. What is an Intranet?
3. Define C2B model of transaction relationship.
4. Who is an aggregator?
5. Write a short note on traditional marketing.
6. Mention any two demerits of traditional marketing.
7. What are smart cards?
8. Write a short note on electronic payment system.
9. What is a firewall?
10. What do you mean by website security risk?

Section B

Answer Any FIVE questions.

(5 x 8 = 40)

11. What are the advantages of E-commerce?
12. Explain the various applications of E-Commerce in the modern business era.
13. Bring out the significance of B2B and B2C model transactions.
14. List out the advantages of E-marketing.
15. Write a brief note on e-advertising.
16. Explain the different types of online payment?
17. What are the factors to be considered in designing an e-payment system?
18. Explain the various measures available to overcome the internet security risk.

Section C

Answer Any TWO questions.

(2 x 20 = 40)

19. Bring out the difference between E-commerce and traditional commerce. List out the advantages and disadvantages of e-commerce.
20. Explain the various models based on types of relationship transactions in e-commerce.
21. Explain the trends and developments in Internet Marketing.
22. What are the different security threats in online transactions?
