

**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 2019**  
**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. Differentiate between Electronic Commerce and Traditional Commerce.
2. Discuss the merits and demerits of E – Commerce.
3. Write a detailed note on Business-to-Customer (B2C) model of E – Commerce.
4. What do you mean by Mobile Marketing? Bring out its merits and demerits.
5. Bring out the special features of Electronic Fund Transfer.
6. What are the challenges involved in the E- Marketing?
7. What do you mean by payment gateway and what is its role in E- Commerce?
8. How customer related issues are managed in E- Commerce?

**SECTION – B**

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

9. Enumerate the scope and functions of Electronic Commerce.
10. Elaborate the various problems involved in the E-Business.
11. How E-Advertising is classified? Explain each of them.
12. Who are called cyber consumers? How they are protected in India?

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