

REG.NO:

N.G.M.COLLEGE(AUTONOMOUS): POLLACHI
END-OF-SEMESTER EXAMINATIONS: MAY-2023

B.Sc. –COMPUTER SCIENCE (S.F.)
VI SEMESTER

MAXIMUM MARKS : 70
TIME : 3 HOURS

PART-III
E-COMMERCE

SECTION-A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.
MULTIPLE CHOICE QUESTIONS.

(K1)

1. ____ is not a major type of electronic commerce.
a) Consumer to Business b) Business to Consumer
c) Business to Business d) Consumer to Consumer
- 2.. The democratic way to implement the strategic change.
a) Participation b) Intervention
c) Accomodation d) Direction
3. A satisfied buyer is a silent ____
a). advertiser b). salesman
c). promotion d). target market
4. The “Victorian internet” is actually_____
a) System Environment b) Batch Environment
c) Unit Environment d) Telegraph
5. The dimension of e-commerce that enables commerce across national boundaries is called _____.
a) Interactivity b) Global reach
c) Richness d) Ubiquity

SHORT ANSWERS

(K2)

6. What is the purpose of e-commerce?
7. What is meant by business strategy?
8. What are e-markets?

(CONTD...2)

9. Who are developed Internet?
10. What is e-business and its examples?

SECTION – B

(5 X4 = 20 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS

(K3)

11. a) Design a few factors that you need to check in order to find the right vendors for your business.
(OR)
b) Design a Social Media Marketing in Business. Explain with example.
12. a) What is Strategic Implication? Explain with example.
(OR)
b) Assess A Case Study Analysis of E-Commerce Strategies for Retail Businesses.
13. a) Construct with example the major advantages and disadvantages of e-marketing for products, services and brands.
(OR)
b) Interpret with example using EDI Communication and Implementation.
14. a) Design a Student Registration Form Web Page using HTML.
(OR)
b) Write a HTML Program to create a simple layout of Webpage.
15. a) Evaluate the Study of Major Internet Bookshops. Construct a Case Study.
(OR)
b) Examine a Case Study of Internet Banking and E-commerce: A Consumer Perspective

SECTION –C

(4 X 10 = 40 MARKS)

ANSWER ANY FOUR OUT OF SIX QUESTIONS

(16th QUESTION IS COMPULSORY AND ANSWER ANY THREE QUESTIONS)

(K4 (or) K5)

16. Analyze in detail about The Internet Commerce with example.
17. Summarize in brief about Supply Chain Management in e-commerce with example.
18. Explain the Inter-Organizational Transaction in E-commerce with example.
19. Infer in detail about Benefits of EDI with example..
20. Point out The e-shop in business with example
21. What is meant by Virtual Auctions? Explain with example.
