

(FOR THE CANDIDATES ADMITTED
DURING THE ACADEMIC YEAR 2022 ONLY)

(NO. OF PAGES: 2)
SUBJECT CODE **22 UEC 205**
REG.NO.

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI
END-OF-SEMESTER EXAMINATIONS : MAY – 2023
B.Com. – E.COMMERCE
II SEMESTER
MAXIMUM MARKS: 50
TIME : 3 HOURS

PART – III
FUNDAMENTALS OF E-COMMERCE
SECTION – A (10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS. (K1)

1. _____ is an aid in decision making, policy making needed for the policy makers, decision makers
 - a) Information
 - b) Organization
 - c) Data
 - d) Communication
2. The _____ is a public network that is connected and routed over gateways.
 - a) Intranet
 - b) Extranet
 - c) Internet
 - d) Database
3. _____ present a range of offerings available in a market segment so that the purchaser can compare the prices of the offerings and make a purchase decision.
 - a) Electronic Markets
 - b) Electronic Data Interchange
 - c) Internet Commerce
 - d) Direct Marketing
4. _____ is the direct trade between the company and consumers
 - a) Business to Customers
 - b) Business to Business
 - c) Customers to Customers
 - d) Business to Government
5. _____ refers to keeping emails secured, either while in transit or while they're stored in a server.
 - a) Internet privacy
 - b) Email privacy
 - c) Electronic privacy
 - d) Internet security

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES. (K2)

6. Define the term information technology
7. Explain databases
8. Define e-commerce
9. Explain Business to government e-business model
10. Explain internet privacy

(CONTD 2)

SECTION – B**(5 X 3 = 15 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.****(K3)**

11. a) Describe the need for information technology

(OR)

- b) Examine the uses of information in an organization

12. a) List the typical users involved in the internet and extranet

(OR)

- b) Discover the major components of internet information technology

13. a) Describe the evolution of e-commerce

(OR)

- b) Assess the functions of e-commerce

14. a) Describe components of e-business models

(OR)

- b) Examine the architecture of e-business

15. a) Show the importance of internet security

(OR)

- b) Examine the privacy software packages

SECTION – C**(5 X 5 = 25 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.****(K4 (Or) K5)**

16. a) Discuss the impact and future of information technology on business organization

(OR)

- b) Summarize the information flow in an organization

17. a) Differentiate Internet, Intranet and Extranet

(OR)

- b) Explain the advantages and disadvantages of internet

18. a) Explain the E-Commerce applications

(OR)

- b) Enumerate the Challenges and limitations of E-commerce

19. a) Determine the types of e-business models

(OR)

- b) Explain the factors influencing the operations of e-commerce

20. a) Explain the architecture of Secure Electronic Transaction

(OR)

- b) Classify the types of computer crime