

(FOR THE CANDIDATES ADMITTED

SUBJECT CODE

23UEC205

DURING THE ACADEMIC YEAR 2023-2026 ONLY)

REG.NO.

N.G.M.COLLEGE (AUTONOMOUS): POLLACHI

END-OF-SEMESTER EXAMINATIONS: MAY – 2024

B.Com. E-Commerce

MAXIMUM MARKS: 75

SEMESTER: II

TIME: 3 HOURS

PART – III

FUNDAMENTALS OF E-COMMERCE

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

(K1)

1. Which dimension of e-commerce enables commerce beyond the boundaries of the country?
 - a) Richness
 - b) Interactivity
 - c) Global Reach
 - d) Ubiquity
2. _____ is an example of an internet portal
 - a) Yahoo
 - b) e-bay
 - c) Amazon
 - d) Facebook
3. E-commerce stands for _____
 - a) Electrical Commerce
 - b) Electronic Commerce
 - c) Entertainment Commerce
 - d) Electro chemical Commerce
4. OLX is an example of _____ E-commerce segment
 - a) B2B
 - b) B2C
 - c) C2B
 - d) C2C
5. Which one is not a physical threat?
 - a) Hacking
 - b) Phishing
 - c) Storm
 - d) Earthquake

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.

(K2)

6. Define Information Technology
7. State the meaning of Extranet.
8. What do you mean by E-Commerce?
9. Expand B2B
10. Find out the term Computer Monitoring.

(CONTD 2)

SECTION – B (5 X 5 = 25 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)

11. a) Summarize briefly the uses of information in IT.

(OR)

b) Classify in detail the levels of information technology .

12. a) Execute briefly the various disadvantages of internet.

(OR)

b) Implement in detail the various components of an internet in IT Structure.

13. a) Compute briefly the various challenges of e-commerce.

(OR)

b) Illustrate in detail the various applications of e-commerce.

14. a) Explain briefly the importance of e-commerce.

(OR)

b) Discuss in detail the various successful factors involved in e-commerce.

15. a) Give a brief account of : i) Threats ii) Hacking iii) Computer Virus

(OR)

b) Identify the various provisions involved in corporate e-mail privacy.

SECTION – C (5 X 8 = 40 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K4 (Or) K5)

16. a) Construct in detail the characteristics of Information Technology.

(OR)

b) Create a model for the flow of information in an organization .

17. a) Examine in detail the advantages of the Internet (any 10 Points).

(OR)

b) Distinguish between Internet and Extranet.

18. a) Formulate briefly the various features of E-commerce.

(OR)

b) Differentiate between E-commerce vs. Traditional Commerce.

19. a) Design and Develop in detail the various business models in e-commerce.

(OR)

b) Elaborate briefly the various E-business architecture in E-commerce.

20. a) Categorize in detail the various types of crimes in Internet Security .

(OR)

b) Discuss briefly the various legal provisions related to Internet Security .