

(FOR THE CANDIDATES ADMITTED IN 2022
DURING THE ACADEMIC YEARS 2023-2024 ONLY)

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23UEC4N3

REG.NO:

N.G.M.COLLEGE (AUTONOMOUS) : : POLLACHI
END-OF-SEMESTER EXAMINATIONS – MAY – 2025
UG COURSES (S.F.)
IV SEMESTER
MAXIMUM MARKS: 50
TIME: 2 HOURS

PART – IV : NON – MAJOR ELECTIVE- II
APPLICATIONS OF E-COMMERCE

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

(K1)

MULTIPLE CHOICE QUESTIONS

1. Which of the following is a common application of e-commerce?
a) Online shopping (b) Brick-and-mortar retail
(c) Newspaper advertising (d) Direct mail marketing
2. Which of the following is not a typical e-commerce business model?
a) Business-to-Business (B2B) (b) Consumer-to-Consumer (C2C)
(c) Consumer-to-Business (C2B) (d) Business-to-Consumer (B2C)
3. What is the term for the practice of delivering educational content via the internet?
a) E-learning (b) Virtual learning
(c) Online education (d) Cyber schooling
4. Which of the following best describes Business-to-Consumer (B2C) e-commerce?
a) Transactions between businesses
(b) Transactions between consumers
(c) Transactions between businesses and consumers
(d) Transactions between governments and businesses
5. Which of the following is a benefit of e-commerce for consumers?
a) Limited product selection (b) Inconvenient shopping hours
(c) Access to a global market (d) Slow delivery times

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.

(K2)

6. What is e-commerce?
7. What is Teleshopping?
8. What is meant by Wireless Application?
9. What is the main difference between B2B and B2C e-commerce models?
10. What is Digital certificate?

SECTION-B

(5×8=40 MARKS)

ANSWER ANY FIVE QUESTIONS OUT OF THE EIGHT QUESTIONS.

(K3)

11. Discuss the essentials of E-Commerce.
12. Enumerate the characteristics of E-Commerce.
13. Explain the E-Commerce opportunities in India.
14. Elaborate the M-Commerce concepts.
15. Explain the payment gateways play in e-commerce transaction.
16. Discuss the Electronic Data Interchange.
17. Enumerate the common security measures used to protect e-commerce transactions.
18. How does e-commerce benefit consumers compare to traditional retail?