

NGM COLLEGE (AUTONOMOUS): POLLACHI
END-OF-SEMESTER EXAMINATIONS APRIL – 2026

B.COM – B & I
II SEMESTER

MAXIMUM MARKS: 50
TIME : 2 HOURS

25UBI2S1 - SEC I: NAAN MUDHALVAN: E-COMMERCE AND ITS APPLICATIONS

SECTION – A (10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS

MULTIPLE CHOICE QUESTIONS. (K1)

1. E-commerce refers to buying and selling through _____
a) Physical stores b) Electronic networks c) Newspapers d) Telephone
2. Which of the following is a digital payment system?
a) Cash b) Cheque c) UPI d) Barter
3. A firewall is used to _____
a) Store data b) Protect networks c) Process transactions d) Design websites
4. Cyber law mainly deals with _____
a) Agriculture b) Online activities c) Manufacturing d) Marketing
5. Click-wrap agreement is accepted by _____
a) Signing document b) Clicking “I agree” c) Verbal consent d) Email

ANSWER THE FOLLOWING IN ONE OR TWO SENTENCES.

6. Define E-commerce.
7. What is an electronic payment system?
8. What is encryption?
9. What is cyber law?
10. What is a digital signature?

SECTION – B (5 X 8 = 40 MARKS)

ANSWER EITHER (A) OR (B) OF THE FOLLOWING QUESTIONS. (K4/K5)

11. (a) Evaluate the growth, adoption, and impact of e-commerce in India, and critically assess whether it can replace traditional retailing in the future.

OR

- (b) Assess the role of technology, logistics, and environmental factors in the success of e-commerce, and justify the future prospects and challenges of e-commerce in India.

(CONTD 2)

12. (a) Evaluate the effectiveness of electronic payment systems and e-banking in promoting digital commerce and improving customer satisfaction.

OR

(b) Assess the reliability, accessibility, and challenges of online transaction systems such as share trading and ticket reservation in India.

13. (a) Evaluate the effectiveness of various security mechanisms such as firewalls, encryption, and VPNs in protecting e-commerce systems.

OR

(b) Assess the importance of data protection in e-commerce and justify the impact of weak security measures on businesses and consumers.

14. (a) Evaluate the effectiveness of cyber laws and privacy regulations in India in controlling cyber crimes and building consumer trust.

OR

(b) Assess the adequacy of the existing legal framework in regulating e-commerce activities and addressing emerging digital challenges.

15. (a) Evaluate the role of cyber law in governing electronic contracts and protecting consumer rights in e-commerce.

OR

(b) Assess the effectiveness and challenges of legal provisions related to online contracts, including digital signatures and click-wrap agreements.
