

REG.NO:

NGM COLLEGE (AUTONOMOUS) POLLACHI
END-OF-SEMESTER EXAMINATIONS: NOVEMBER - 2025
ALL UG COURSES (SF) MAXIMUM MARKS: 50
III SEMESTER TIME: 2 HOURS

**PART-IV : NON-MAJOR ELECTIVE PAPER – I
DYNAMICS IN E-COMMERCE**

SECTION-A (10 X1 =10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

MULTIPLE CHOICE QUESTIONS.

(K1)

1. E-Commerce stands for _____ **(K1)**
 - a) Electrical Commerce
 - b) Electronic Commerce
 - b) Entertainment Commerce
 - d) Environmental Commerce
2. _____ is not a major type of E-Commerce **(K1)**
 - a) Consumer to Business
 - b) Business to Consumer
 - c) Business to Business
 - d) Consumer to Consumer
3. _____ is a main function of E-Commerce **(K1)**
 - a) Marketing
 - b) Supply chain
 - c) Finance
 - d) All of the above
4. A _____ is the set of planned activities designed to result in a profit in a marketplace. **(K1)**
 - a) Business model
 - b) Profit model
 - c) Business plan
 - d) Revenue model
5. All electronically mediated information exchanges are referred to as _____ **(K1)**
 - a) E-Business
 - b) Digital Business
 - c) E-Commerce
 - d) None of the above

SHORT ANSWERS.

6. Define E-Commerce with suitable examples. **(K2)**
7. What is Consumer to Consumer? **(K2)**
8. What is meant by electronic newspaper? **(K2)**
9. Give any two methods of online reservation. **(K2)**
10. What is e-filing system? **(K2)**

SECTION-B

(5×8=40 MARKS)

ANSWER ANY FIVE QUESTIONS OUT OF THE EIGHT QUESTIONS

11. Discuss the advantages and disadvantages of E-Commerce. **(K3)**
12. Enumerate the scope of E-Commerce. **(K3)**
13. Explain the E-Commerce business model and types. **(K3)**
14. Elaborate the E-business concepts. **(K3)**
15. Explain the importance of electronic newspapers system. **(K3)**
16. Discuss the online ticket reservation system. **(K3)**
17. Enumerate the significance of e-filing system. **(K3)**
18. Discuss the characteristics of ITR acknowledgment. **(K3)**