(FOR THE CANDIDATES ADMITTED DURING THE ACADEMIC YEAR 2025-26 ONLY)

SUBJECT CODE 25 UEC 205

REG.NO.

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

END-OF-SEMESTER EXAMINATIONS : MAY– 2026

B.Com.-E.COMMERCE **MAXIMUM MARKS: 75**

II SEMESTER **TIME : 3 HOURS**

PART – III

FUNDAMENTALS OF E.COMMERCE

SECTION – A (10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS. (K1)

1. What is the fundamental goal of Information Technology?
   (a) Physical filing of documents (b) Converting data into meaningful information
   (c) Manual record-keeping. (d) Manufacturing of hardware only.
2. Which of these is a primary "Advantage" of the Internet?
   (a) High risk of data theft (b) Easy access to vast amounts of information
   (c) Compulsory high-cost hardware. (d) Guaranteed 100% accuracy of all data.
3. What is a primary characteristic of Traditional Commerce that differs from E-Commerce?
   (a) Available 24/7 (b) Global reach
   (c) Face-to-face interaction between buyer and seller (d) Use of digital payments only
4. Which e-commerce model involves a company selling products directly to individual end-users (consumers)?
   (a) Business to Business (B2B) (b) Customer to Customer (C2C)
   (c) Business to Customer (B2C) (d) Business to Government (B2G)
5. Show the process of making information unreadable to unauthorized users to ensure "Privacy on the Internet" is called:
   (a) Monitoring (b) Decryption (c) Encryption (d) Hacking

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

6. Define Information Technology (IT) .
7. Define Internet.
8. Define the meaning and concept of E-Commerce .
9. Define the D2C model .
10. What is Internet Security?

SECTION – B (5 X 5 = 25 MARKS)

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

11. a). Distinguish between the data processed by a Management Information System (MIS) and an Executive Support System (ESS).

    (OR)

    b). Analyze the potential impact on the organization's ability to correct errors in its production line
12. a). "Summarize the major Advantages and Disadvantages of the Internet for a modern business.

    (OR)

    b). Describe the essential Components of an Internet IT structure
13. a). "Explain the feature of Ubiquity in E-Commerce. How does it provide a benefit to a customer who lives in a remote area?"

    (OR)

    b). "Identify and explain three Technical Limitations of E-Commerce that might prevent a small business from going online."

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14. a). Summarise the core function of the B2B model and explain why it typically involves higher transaction volumes compared to B2C.

(OR)

b). Illustrate how platforms like eBay or Etsy facilitate trade between individual users and explain their primary source of revenue.

15. a). Distinguish between Hacking and a Computer Virus. How does each pose a unique threat to an organization's IT infrastructure

(OR)

b). Classify the different Types of Computer Crimes. How do 'Crimes against Property' (like Intellectual Property theft) differ from 'Crimes against People' (like Cyber stalking)?

SECTION – C (5 X 8 = 40 MARKS)

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

16. a). Evaluate the validity of the strategy in the context of Information characteristics and predict the potential long-term legal and operational repercussions.

(OR)

b). Distinguish between the data inputs used by Management Information Systems (MIS) and Decision Support Systems (DSS).

17. a). Examine the relationship between the Internet and an Extranet. In what ways is an Extranet functionally dependent on the public Internet, and how does it utilize VPN technology to maintain a private tunnel?

(OR)

b). Assess the impact of the Internet on global business competition. Does the Internet's "low barrier to entry" truly level the playing field for small businesses, or does it primarily Empower Large Corporations with bigger IT budgets?

18. a). Distinguish between the Cost Structures of Traditional Commerce and E-Commerce. How do factors like physical inventory management and "middlemen" create a different financial risk profile for traditional retailers?

(OR)

b). Analyze the impact of E-Commerce on Consumer Behavior. How has the availability of Real-time Price Comparison tools altered the loyalty dynamics between brands and customers?

19. a). Analyze the difference in security priorities between a B2B e-commerce platform and a B2C platform. Why are B2B vendors more concerned about network security and corporate privacy, while B2C vendors focus more on the confidentiality of personal financial data?

(OR)

b). Examine the impact of the Direct-to-Consumer (D2C) model on traditional supply chains. How does eliminating the middleman (wholesalers/retailers) create both enhanced control for the brand and increased complexity in logistics and fulfillment?

20. a). Justifying Employee Monitoring: Critique the ethicality of using "Keystroke Loggers" for Computer Monitoring. Does the corporate need for Trade Secret Protection justify the total loss of individual employee privacy? Defend your stance using a risk-benefit analysis.

(OR)

b). Appraise the shift from password-based authentication to Biometric-linked Secure Transactions. Is the increased security worth the Privacy Risks associated with storing biometric data on centralized servers?

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