Reg. No. : ....

Code No. : 20622 E   **Sub. Code : SACS 41/**
SASE 41

B.Sc. (CBCS) DEGREE EXAMINATION, APRIL 2021.

Fourth Semester

Computer Science/Software Engineering — Allied

E-COMMERCE

(For those who joined in July 2017 onwards)

Time : Three hours   Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. ————— is a concept to big bit with farmers.

    (a) echoupal

    (b) efarmer

    (c) eAgri

    (d) All

2. Which of the following describes e-commerce?

   (a) doing business electronically

   (b) normal business

   (c) sale of goods

   (d) all

3. The ———— spells out how a company makes money by specifying where it is positioned in the value chain.

   (a) Business frame   (b) Business Model

   (c) Logic   (d) All

4. The consumers fix price on their own, which businesses accept or decline

   (a) C2B   (b) C2C

   (c) B2B   (d) B2C

5. ———— are the extra-long skinny ads running down the rights or left side of a website.

   (a) Banners   (b) Skyscrapers

   (c) Banner swapping   (d) Mail

6. ———— the following company "Pay" customer to view advertisements.

    (a) Cyber gold   (b) Amazon

    (c) Flipkart   (d) Zomato

7. ————— is Internet Jargon for advertising supported software.

    (a) Adware   (b) Spyware

    (c) Worm   (d) All

8. ———— is the Internet Privacy Enhanced Mail Standard.

    (a) PGM   (b) PEM

    (c) PPS   (d) All

9. ———— is the world's largest credit card company.

    (a) Mondex   (b) Visa International

    (c) Credit   (d) All

10. ———— cheques use Electronic Processing.

    (a) MICR   (b) Cross

    (c) Any cheque   (d) Electronics

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Explain the Irregularities of the existing supply chain.

Or

(b) Explain about the e-procurement model.

12. (a) Explain the representation of Electronic Market.

Or

(b) Explain the impact of web on Electronic Auctions.

13. (a) Describe the E-Marketing value chain.

Or

(b) Explain the Traditional Marketing in detail.

14. (a) Information System Security — Explain.

Or

(b) Explain how the sites are hacked.

15. (a) Describe about Automated Teller Machine (ATM).

Or

(b) Explain about credit card as a e-payment system.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Explain the advantages and disadvantages of E-Commerce.

Or

(b) Describe the BAM model in detail.

17. (a) Explain the E-Business Transaction Models.

Or

(b) Write the features of Face book.

18. (a) Explain the browsing behaviour model of an on-line video store.

Or

(b) Explain about E-Branding.

19. (a) Explain about E-mail and Security.

Or

(b) Explain the E-business risk management issues.

20. (a) Explain the main concerns of Internet Banking.

Or

(b) Explain about Digital Signature.

———————