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Reg. No. : .....

Code No. : 6943

Sub. Code : HCAE 45

M.C.A. (CBCS) DEGREE EXAMINATION,  
APRIL 2016.

Fourth Semester

Computer Applications

Elective — E-COMMERCE

(For those who joined in July 2012 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Intra-business e-commerce is sometimes called \_\_\_\_\_ e-commerce.

- (a) B2C
- (b) B2B
- (c) C2C
- (d) B2G
- (e) none of the above

2. Which of the following is not an offer of major B2B marketers online?

- (a) Product information
- (b) Customer purchasing
- (c) Customer support services
- (d) Open trading networks

3. Which of the following are commercial websites?

- (a) Search portals
- (b) Press releases
- (c) Product specifications
- (d) Customer service

4. A competitive advantage derived from \_\_\_\_\_ is generally considered the best approach for a company.

- (a) product placement
- (b) price
- (c) marketing
- (d) improved value chain and/or supply chain efficiency
- (e) none of the above

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5. Perhaps a potential customer's most common path to a previously unknown website is through a(n) \_\_\_\_\_

- (a) search engine
- (b) online advertisement
- (c) personal contact
- (d) print advertisement
- (e) none of the above

6. E-business software is best defined as to manage:

- (a) sell-side e-commerce applications
- (b) internal administrative applications
- (c) buy-side applications
- (d) none of above

7. The general premise of \_\_\_\_\_ is to effectively manage the flow of product, information, and finances between all trading partners.

- (a) supply chain management
- (b) value chain management
- (c) logistics management
- (d) e-procurement
- (e) e-tailing

8. \_\_\_\_\_ includes software and integration efforts intended to increase customer satisfaction and loyalty.

- (a) supply chain management
- (b) e-procurement
- (c) dynamic servicing
- (d) human services
- (e) CRM

9. Internet doesn't provide e-marketers with:

- (a) access to market places
- (b) access to global markets
- (c) access to mass-markets
- (d) access to a broad range of demographic segments

10. A technique for strategic analysis involving review of level of Internet access in target market is:

- (a) Stage model analysis
- (b) Competitor analysis
- (c) Demand analysis
- (d) SWOT analysis
- (e) None of the above





**PART B — (5 × 5 = 25 marks)**

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

Each answer should not exceed 250 words.

11. (a) Discuss the advantages and disadvantages of Brokerage models.

Or

- (b) Explain Aggregular model.

12. (a) Give merits of online marketing.

Or

- (b) How can we measure the effectiveness of E-advertising?

13. (a) Discuss the various classifications of new payment system.

Or

- (b) Explain the advantages and disadvantages of E-payment system.

14. (a) How can we manage customer value orientation and life cycle in CRM?

Or

- (b) Explain the industry model for supply chain.

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15. (a) Discuss about WAP architecture.

Or

- (b) Explain about site structure of a web site.

**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 E-business model in B2C and B2B.

Or

- (b) Discuss some pioneering Indian case studies in detail.

17. (a) Describe the various marketing strategies followed in India.

Or

- (b) Give detail note about E-advertising.

18. (a) Explain the concepts of risk and E-payment system.

Or

- (b) Discuss the functionality of digital signature.

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19. (a) Explain about E-supply chain management.

Or

(b) Describe about customer relationship management.

20. (a) Briefly discuss about WAP programming model.

Or

(b) Explain the steps in setting web site goals and objectives.

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