Reg. No. : ....

Code No. : 5513   **Sub. Code : PKCM 33**

M.Com. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2021

Third Semester

Commerce — Core

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 answers :

1.   E-commerce stands for ——————

    (a)   Electrical commerce

    (b)   Electronic commerce

    (c)   Entertainment commerce

    (d)   Electro chemical commerce

2. ———————— mainly deals buying and selling, especially on a large scale.

   (a) Shopping   (b) Retailing

   (c) Distribution   (d) Commerce

3. ———————— e-commerce involves customers gathering information, purchasing and receiving products over an electronic network.

   (a) B2G   (b) B2E

   (c) B2B   (d) B2C

4. Which type of E-commerce is Amazon?

   (a) b2b   (b) b2c

   (c) g2b   (d) g2c

5. WWW means ————————

   (a) World Wide   (b) Wide World Web

   (c) Web Wide World   (d) World Web Wide

6. Intranet and extranet differs at ————————

   (a) Intranet : Private, Extranet : Public

   (b) Intranet : Public, Extranet : Public

   (c) Intranet : Private, Extranet : Private and also allowed authorized partners

   (d) Intranet : Public, Extranet : Private

7. What is full name of EDI?

   (a) Electronic Document Interchange

   (b) Electronic Data Interchange

   (c) Educational Data Interchange

   (d) Express Data Interchange

8. EDI stands are —————

   (a) Not universally available

   (b) Essential for B2B commerce

   (c) Not required for B2B commerce

   (d) Still being evolved

9. The term supply chain management was first coined by —————

   (a) Frankel and Paulraj

   (b) Peter Drucker

   (c) Keith Oliver

   (d) Philip Kotler

10. Expansion of FTP is —————

    (a) Fine Transfer Protocol

    (b) File Transfer Protocol

    (c) First Transfer Protocol

    (d) Fast Transfer Protocol

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b)
Each answer should not exceed 250 words.

11. (a) State the meaning and scope of E-commerce.

Or

(b) Write short note on online shopping sites in India.

12. (a) Write short notes on electronic retailing and malls.

Or

(b) List out the business opportunities in E-commerce.

13. (a) Differentiate internet, intranets.

Or

(b) List out the advantages of extranet.

14. (a) List out the EDI applications.

Or

(b) Discuss about FTP protocols.

15. (a) Write short notes on SCM.

Or

(b) Discuss about SHTTP.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
Each answer should not exceed 600 words.

16. (a) Elaborate the advantages and disadvantages of E-commerce.

Or

(b) Discuss about the technical and non-technical limitations of E-commerce.

17. (a) Describe B2C modules.

Or

(b) Explain the benefits and limitation of internet advertising.

18. (a) Explain the components of internet.

Or

(b) Write the essay on mobile E-commerce.

19. (a) Discuss about the limitation of EDI.

Or

(b) Write detail notes on TCP/IP.

20. (a) Discuss about electronic payment system.

Or

(b) Describe the security issues in E-commerce.

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